



Anti-Poverty Week 2022 Evaluation Summary

[Anti-Poverty Week](#) exists to help the Australian community understand poverty and to take action collectively to end it. We promote evidence-based solutions to poverty and every year since 2002, major reports on poverty and its solutions are published during the week. Since 2020 we have progressively increased our voice *outside* of Anti-Poverty Week itself. In 2022, our 20th year of acting on poverty, we focused on

- The impact of poverty on children and called for a legislated commitment to halve child poverty by 2030 with measurable targets and actions to achieve this goal.
- Increasing financial support and housing for women and children trying to escape violence.
- Continuing our work with partners to highlight the inadequacy of JobSeeker and all working age payments and the escalating housing crisis, especially within the rental market.

We continued to implement our [Strategic Direction 2019-22](#) and achieved the following:

Outcome 1: Australian organisations concerned to end poverty have best-practice resources on poverty and are using them.

We continued to promote our key message on children grounded in research that *“Children can thrive and be healthy when they have what they need to develop well. To treat all children in Australia fairly, we need to ensure every family has enough money to cover the basics and a secure roof over their head.”*

We kept our website updated with new links to [key poverty research](#); updated two [Fast Facts](#) on critical aspects of poverty: [Poverty and Housing](#) and [Child & Family Poverty](#); and provided an updated [briefing](#) building from our 2021 [Women, Violence and Poverty Fast Fact](#).

We increased engagement from academics including our partners at the Life Course Centre (writing a number of articles posted on Power to Persuade through the week) and a special [APW newsletter from the Melbourne Institute](#) sub-titled *“Act on Poverty”* which reflected much of our messaging: *“Poverty affects far too many Australians, impacting their lives now and preventing positive outcomes well into the future.”*

Our key images and messages, social media tiles and short videos were used extensively by our State/Territory Co-Chairs and new and long-term partners and supporters.

Outcome 2: The Australian community has an increased understanding of the causes and consequences of poverty and an effective solution to end it.

During Anti-Poverty Week we elevated **poverty to centre stage in the media**, monitoring over 300 mentions of Anti-Poverty Week from 14 to 23 October 2022. This coverage reached a cumulative potential reach of 5 million people. We significantly increased our **social media**

footprint this year with investment in some key expertise and a lot of work. Stories were generated by the major reports launched on the eve of, or during Anti-Poverty Week including: ACOSS/UNSW Sydney Poverty and Inequality Partnership, [Poverty in Australia Snapshot 2022](#) which confirmed more than 1 in 8 Australians and shockingly, 1 in 6 children, were living in poverty. The [Foodbank Hunger Report 2022](#), revealed 1.3 million children lived in a household where someone or everyone went hungry last year. Anglicare Australia's [Nothing Left to Give: Emergency relief across the Anglicare Australia Network](#), showed a sharp surge in demand for help, including with food, rent and bills. UnitingCare Australia and ANU Centre for Social Research and Methods released a major report [Household Financial Stress and Financial Wellbeing in Australia](#) which provided another perspective on financial disadvantage and received strong coverage on the ABC.

During APW, we were able to focus on the **solution to child poverty and our call to action for parliamentarians to legislate to halve child poverty by 2030**. This included in some key and diverse media outlets including the ABC (both leading radio and TV current affairs programs, The Australian, The Guardian and Channels 10 and 7. A powerful opinion piece by Anglicare Rod Bowers [While you're having lunch this Anti-Poverty Week, consider thousands going hungry](#) ran in the Canberra Times and was syndicated in up to 100 Australian Community Media papers, including the Newcastle Herald. Our 20 year anniversary publication "[Still Too Much Child Poverty in the 'Lucky' Country](#)", highlighted the worsening position of single parent families and their children and benefitted from key financial hardship analysis undertaken by our major sponsor the [Life Course Centre](#). This was accompanied by our briefing on successful child poverty legislation: [New Zealand tackles Child Poverty](#).

In the lead up to Anti-Poverty Week, many thousands of people would have listened or read about how flaws in the child support system is contributing to child poverty through our briefing and media release [Child support failure costs children and Budget](#) in partnership with the National Council for Single Mothers and Their Children which featured in The Age/Sydney Morning Herald and on ABC Radio World Today.

The 1800 recipients of our regular eNews would have learned much about child poverty through our 8 editions which covered key poverty reports, seminars and research on child safety and wellbeing by our National Children's Commissioner and ARACY/UNICEF.

Outcome 3: Collective action to end poverty has been taken in the weeks around 17 October each year, particularly around the nominated solution and targeted at key decision-makers and the audiences that influence them.

Leading columnists Sean Kelly and Dr Chris Wallace featured Anti-Poverty Week's call for the new ALP Government to focus on child poverty and the plight of single parent families in two powerful opinion pieces in The Age/Sydney Morning Herald in August: [Child poverty: A problem Labor can and must solve](#) and [Julia Gillard committed a terrible wrong. It's time for Albanese to right it](#).

The new Minister for Social Services Amanda Rishworth took part in a special Anti-Poverty Week webinar [Pathways to Eradicating Poverty in Australia](#), hosted by CEDA which also featured Anne Hollonds, National Children's Commissioner and Toni Wren, ED Anti-Poverty Week. The Senate Inquiry into the [Extent and Nature of Poverty in Australia](#) chose to hold its first public hearings in Abbotsford, Victoria during Anti-Poverty Week.

Respected journalists Laura Tingle and Patricia Karvelas ran multiple stories focusing on poverty and child poverty during 2022, including in Anti-Poverty Week. The Monthly's Rachel Withers wrote "*The Anti-Poverty Week drops just keep coming, as advocates use the week to highlight the damning state of Australian society*" in her scathing column [For Richer or poorer](#).

Our [Pledge to halve child poverty](#) was signed by hundreds of frontline workers, some politicians, supporters and others. We included the **voices of children and those who advocate for them** - at events such as Tasmanian launch, the Queensland [Alleviating child poverty](#) which was went to air as ABC Radio National The Big Issue, 20/10/22. **Children's voices** featured in videos on our [APW YouTube channel](#) which included contributions from the [Valuing Children Initiative](#) you can see [here](#) (co-founded by Professor Tony Pietropiccolo AM, Director, [Centrecare Inc](#) and West Australian Co-Chair Anti-Poverty Week 2022). This in turn sparked a [petition](#) from the Valuing Children's Initiative to legislate to halve child poverty (receiving over 11,000 signatures). A social media campaign featured the Student Voice Postcards Initiative from the South Australian Commissioner for Children and Young People (and Anti-Poverty Week South Australian Co-Chair 2021 and 2022). Almost all State/Territory Children's Commissioners plus the National Children's Commissioner were involved in events and media during Anti-Poverty Week.

We continued the focus on **women, violence and poverty** which we started in 2021 and led a delegation to meet with Minister Rishworth, Ministerial Advisers and ALP backbenchers in August 2022 ahead of the new Government finalising the National Plan to End Violence against Women and Children. You can hear about it here: [ABC RN Breakfast](#), 3/8/22 and in our [Updated Women, Violence and Poverty Briefing](#) 22/7/22. We believe this helped get housing to be much more prominent and *for the first time*, income support was acknowledged in the final [National Plan to End Violence against Women and Children](#). We also believe this work helped ensure Terese Edwards was included in membership of the [Women's Economic Equality Taskforce](#), established in September 2022.

Since 2020 we have campaigned hard with [Everybody's Home](#) on the need to **increase social housing** including a joint petition in 2021, significant regional and national media and numerous meetings in Parliament House in August and September 2022 with their spokesperson Kate Colvin. Taken together these are likely to have contributed to the significantly increased **housing commitments** in the 2022 October Budget.

Questions asked to ALP frontbencher Andrew Leigh MP helped flush out the [news that the Opposition was no longer committed to a review of JobSeeker](#) if it won office. We kept up the pressure on this key poverty alleviation strategy throughout the year, including with journalist Patricia Karvelas pressing the Treasurer on her agenda-setting program RN Breakfast "[It's poverty week Treasurer](#)" and an [Anti-Poverty Week Fiona Katauskas JobSeeker cartoon](#) featured on Insiders, 23/10/22.

Our collaboration with [ACOSS/UNSW Poverty and Inequality Partnership](#) and [Cool Australia](#) to create **new teaching resources on Poverty and Inequality in Australia** in 2021 (5 lessons each for [Primary](#) and [Secondary](#) students mapped to the curriculum) were taught to 63,000 students in the year September 2021 to September 2022. Anglicare Australia continued to expand the [Pens against Poverty](#) student writing competition to more schools across Australia.

See also

[APW 2022 Media Coverage Highlights](#)

[APW 22 Parliamentary Briefing](#)

[APW 2022 Reports and Events](#)

[APW 2022 Promo Materials](#)

Eight eNews published March-October 2022

[13 October 2022 eNews](#) Anti-Poverty Week 2022 Key Events

[29 September 2022 eNews](#) Poverty hurts us all, we can all do something about it

[25 August 2022 eNews](#) Sign our pledge to halve child poverty by 2030

[28 July 2022 eNews](#) Join our call to halve child poverty

[27 June 2022 eNews](#) Gearing up for Anti-Poverty Week 2022

[16 May 2022 eNews](#) Countdown to Federal Election

[13 April 2022 eNews](#) Election, floods and Budget - grim outlook for people in poverty

[17 March 2022 eNews](#) New evidence and initiatives to understand and tackle poverty in 2022