



## Anti-Poverty Week 2023 Evaluation Summary

[Anti-Poverty Week](#) exists to help the Australian community understand poverty and to act 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. We ran Anti-Poverty Week over TWO weeks from 15 – 27 October, following the Referendum on the National Voice to Parliament held on 14 October. During 2023 we continued to implement our [Strategic Direction 2019-23](#) and achieved the following:

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

Our key image was based on an entry in the ACT's APW 2022 children's art competition and this, and our support for the Yes vote in the Voice referendum, was incorporated into our 2023 logo.

All material was framed using our key messages and most recent data. This included our website and 2023 Promo Kit, submissions to the Senate Inquiry into Poverty and the Federal Government's Early Years Strategy, and updating of 4 of our [Fast Facts](#).

We researched and wrote sensitive and accurate materials on [Why APW Supports the Voice](#), accompanied by [Briefing Key Issues related to Indigenous Poverty and Disadvantage](#), and 2 published Op Eds (in co-written with SNAICC CEO Catherine Liddle). Our support for the Voice was included in numerous APW eNews and a full page ad in the Big Issue.

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. APW framing was used by partner advocates and key influencers, for example:

- Claerwen Little, UnitingCare Australia executive Director, told the Senate Inquiry into Poverty: *“As one of the wealthiest countries in the world, it is unacceptable and unconscionable for people in our community to still be living in poverty. The existence of poverty not only diminishes those individuals and families that experience it, but it diminishes us all.”*
- Sam Mostyn in her [National Press Club speech](#) in March said women are *“trapped in poverty, not just mothers, it's their children.”*
- Laura Tingle, speaking at the UTS Seminar 'How to change a bad law,' in May said: *“Toni Wren told a Senate poverty inquiry earlier this year that living in poverty is like living in permanent lockdown.”*

## 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 Weeks we elevated **poverty to centre stage in the media**, monitoring over 460 mentions of Anti-Poverty Week from 11/10 to 2/11. This coverage reached a cumulative potential reach of 2.7 million people. The Project ran a 6-minute segment on child support. Hosted by Rove McManus, the segment included powerful graphics showing 1 in 6 Australian children are living in poverty and our analysis of the inadequacy of child support. ABC Breakfast TV ran the 1 in 6 statistic as a banner across its child support story on the same day. Major reports released in APW included **Melbourne Institute – *Breaking Down the Barriers*** reports on Earnings Shocks, and community profiles of poverty; **Foodbank Australia’s *Hunger Report 2023*** finding 3.7million households struggled to put food on the table this year; the **Australian Housing & Urban Research Institute (AHURI)** report on the ***impacts of unaffordable housing on people living in poverty*** and **Anglicare Australia’s *Essential Connections***, a report on the impact of diminished access to internet services experienced by people in poverty. Both the Melbourne Institute and AHURI released reports in APW for the first time.

Our partner and sponsor the [Life Course Centre](#) published 4 articles on the Power to Persuade blog, achieving >300 reads, > 1,100 site visits and more than 1,500 page views in that week (up ~ 30% on usual site engagement). We also sponsored 2 individuals living in poverty to write blogs for Power to Persuade during APW. Four **webinars focused on child poverty** were held during APW.

We significantly increased our **social media footprint** this year. Between (15-27/10 only), the combined reach for campaign hashtags (#APW23, #APW2023, #AntiPovertyWeek, #EndChildPoverty) was 295,000. The Xwitter APW account earned 21,200 impressions. Facebook reach was 24,835, a substantial increase from 12,279 in 2022 and 5,728 in 2021. (August to October). More than 2,000 subscribers to our eNews would have learned about poverty from our 9 editions which had a >77% open rate.

**Poverty in Australia, especially child poverty** was raised in meetings with Deputy Prime Minister Marles, Ministers Clare and Shorten and Advisers to the PM, Treasurer, Attorney General, and Cabinet Ministers for Social Services, Employment and Indigenous Australians as well as influential ALP backbenchers. We also stressed the need to end child poverty at a hearing of the Senate Inquiry into Poverty, a CEDA Disrupting Disadvantage forum, an Early Years Strategy Research Roundtable, the Life Course Centre Advisory Group, a Families Australia webinar and the Parliamentary Friendship Group to End Poverty. There was engagement with Greens Senators, Senator David Pocock and community independent MPs at individual meetings, the Parliamentary Friendship on Women and Work and media conferences ahead of the Budget. Engagement with senior Press Gallery journalists.

We continued our focus on the **gendered nature of poverty**, homelessness and violence and the critical need to address poverty experienced by single parent families if we are to reduce child poverty in Australia. Our work was acknowledged by Sam Mostyn, chair of the Women’s Economic Equality Taskforce, including at her [National Press Club speech](#) and by Senators and MPs in Parliament.

Anti-Poverty Week generated considerable **media coverage** on poverty and solutions to it **ahead of the May 2023 Budget**. This included 6 published Op Eds (4 in the Canberra Times and 2 in Women’s Agenda); ABC TV 7.30 ([Can the Government overcome the challenge of lifting women out of the poverty trap?](#) ~400,000 views and [Cost of living pressures](#) >500,000 views), ABC Breakfast TV, ABC Radio PM, The Australian and the Guardian. Poverty and child

poverty covered by high profile journalists such as Laura Tingle, Mark Riles and the Poverty Exit cartoon accompanying his [West Australian Op Ed](#) was shown on the highly watched ABC Insiders program.

The collaboration between APW, [ACOSS/UNSW Poverty and Inequality Partnership](#) and [Cool.org](#) (5 lessons each for [Primary](#) and [Secondary](#) students mapped to the curriculum from in Years 3-10) were updated with 2023 poverty and inequality data. Cool data shows ~1500 educators taught the resources to **112,000 students** in the 2 years since they were published in September 2021. The lessons were the subject at a session of the Australian Social Policy Conference in September 23. We continued to promote the Anglicare Australia-led [Pens against Poverty](#) student writing competition and its expansion into more communities across Australia.

**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.**

**Advocacy with key partners and supporters** since 2019 contributed to the May 2023 Budget decisions of:

- a \$20 per week increase for 1.1 million people receiving JobSeeker and most Working Age Payments from September 2023;
- a 15% increase in Commonwealth Rent Assistance for ~1.1 million households, the largest increase in 30 years;
- a ~\$100 a week increase in payments plus improvements in income test from increasing age of youngest child eligibility for ~70,000 Parenting Payment Single parents and their children.
- abolition of compulsory Parent's Next and its replacement with a voluntary co-designed program.

Our advocacy also contributed to the Women's Economic Equality Taskforce prioritising single mother headed families in their recommendations to Government. The Federal Minister for Social Services acknowledged child support was being used as a weapon for financial abuse and committed to review child support, including in her [statement responding to Preventable Poverty on The Project 27/10/23](#).

Community independents and Senator David Pocock increased their advocacy to combat child poverty and the Melbourne Institute (affiliated to Life Course Centre), the Community Centre for Child Health and AHURI joined in Anti-Poverty Week for the first time.

A newly resourced and refreshed [Valuing Children's Initiative](#) is preparing a national campaign for an Australian child poverty reduction act (similar to our Call to Action in 2022).

For more see:

- [APW 2023 Detailed Evaluation](#)
- [October 2023 APW Reports and Events](#)
- [APW 2023 Media Coverage Report](#)
- [2023 Briefing to Federal Parliamentarians](#).