



13 – 19 October 2024

**anti-poverty week**

*acting on poverty*

# Anti-Poverty Week 2024 Evaluation Report

## Key campaigns

Anti-Poverty Week supported three national campaigns to end poverty in 2024:

- **Raise the Rate [petition](#)** calling on the Federal Government to raise the rate of JobSeeker, Youth Allowance and related payments to at least \$82 a day.
- **Everybody's Home** calling on all parties to sign up to the [Roadmap to Reform](#) for strong consistent protection for renters, tax reform and build 940,000 social homes.
- **End Child Poverty** coordinated [Chat for Change](#) events, met with key politicians in Canberra to advocate for legislation to and frameworks to address Child Poverty.

## Major national events & activities

### Thursday October 10

- **End Child Poverty Day of Action**, Parliament House, Canberra

### Sunday 13 October

- **Everybody's Home Rent Hikes** data released generating strong media coverage
- **Act for Kids Child Poverty Statement** released also resulting in media coverage
- **Anti-Poverty Week Media**, National CoChair S Schrapel, National Director M Jeffery,

### Tuesday 15 October

- **Foodbank 2024 Hunger Report** released the with strong national media
- **Locked Out Webinar**, Poverty & Australian Housing Crisis, Brotherhood St Laurence
- **Repeat Failure Webinar** Why Australia Workforce Programs aren't Working, Anglicare

### Wednesday 16 October

- **Anglicare Rental Affordability Snapshot** released with strong media
- **Everybody's Home Housing Stress** report released building on Sunday media
- **Children's Policy Centre Webinar**, SA Children's Comm Helen Connelly, Vic Comm Aboriginal Children & Young People, Professor Sharon Bessell, Students, ANU

### Thursday 17 October

- **International Day for the Eradication of Poverty**
- **Australian Children's Commissioners Guardians** Joint Poverty Statement released
- **Housing Human Right Webinar** Centre Excellence Child & Family Welfare
- **Digital Poverty NSW Parliament Briefing**, Smith Family & WorkVentures
- **Listening to Our Children** WA Governor, young people, Prof Donna Cross, WACOSS

### All Week

- **Chat for Change** to End Child Poverty discussions organisations throughout Australia



## State and Territory events & activities

### Australian Capital Territory

- **Candidates Tackling Poverty Forum**, Greens, Labor, Liberals, Independents & Ben Phillips, ANU Centre for Social Research & Methods, ACTCOSS, Vinnies, Mon Oct 14

### New South Wales

- **Digital Poverty Podcast**, Smith Family & WorkVentures, Sun Oct 13
- **New Frontier of Exclusion Webinar**, Fri Oct 18

### Queensland

- **Art with Heart** at Mission Australia's Brisbane Homeless Service, Tue Oct 15, 17, 19
- **Community Meal & Hunger Report Media**, Micah Projects & Foodbank, Tue Oct 15
- **Community Friends** sausage sizzle, clothing and food give away, Wed Oct 16
- **Impact Community Services Nourishing Meals launch**, Bundaberg, Thu Oct 17
- **Benevolent Society** Beaudesert, Acacia Ridge, Mackay BBQs, Wed Oct 16, Thu 17
- **Anti-Poverty Week CASA BBQ**, haircuts, flu shots, breast screening, Mackay, Fri 18

### South Australia

- **Billboards, digital displays, bridge light up** in Adelaide & Mt Gambier, All week
- **Commissioner for Children & Young People SA** Helen Connolly media, All Week
- **Community Conversations 5AA Podcast**, SA Comm Children Young People, Sun 13
- **ACNC & Role of Charities Addressing Poverty**, Sue Woodward, SACOSS, Oct 15
- **ABC Radio Statewide interviews** on afternoon program statewide day, Oct 15 to 19
- **SACOSS Poverty Premiums & Vegemite Index** campaign and media, Wed Oct 16
- **Low Cost Living Fair**, Hopes Cafe, Uniting Communities Oct 16
- **Adelaide Oval** event with CEOs highlighting children in poverty, Thu Oct 17

### Tasmania

- **Launceston Benevolent Society Open Day** and free BBQ, Sat Oct 12
- **Surviving Poverty panel discussion** service providers, people experiencing poverty &
- **Rosie Film Screening** about a family dealing with housing stress, Wed Oct 16
- **Hobart 100 Lunchbox** event and installation, Thu Oct 17
- **Free BBQ** in park North Hobart and Smithton, Oct 16

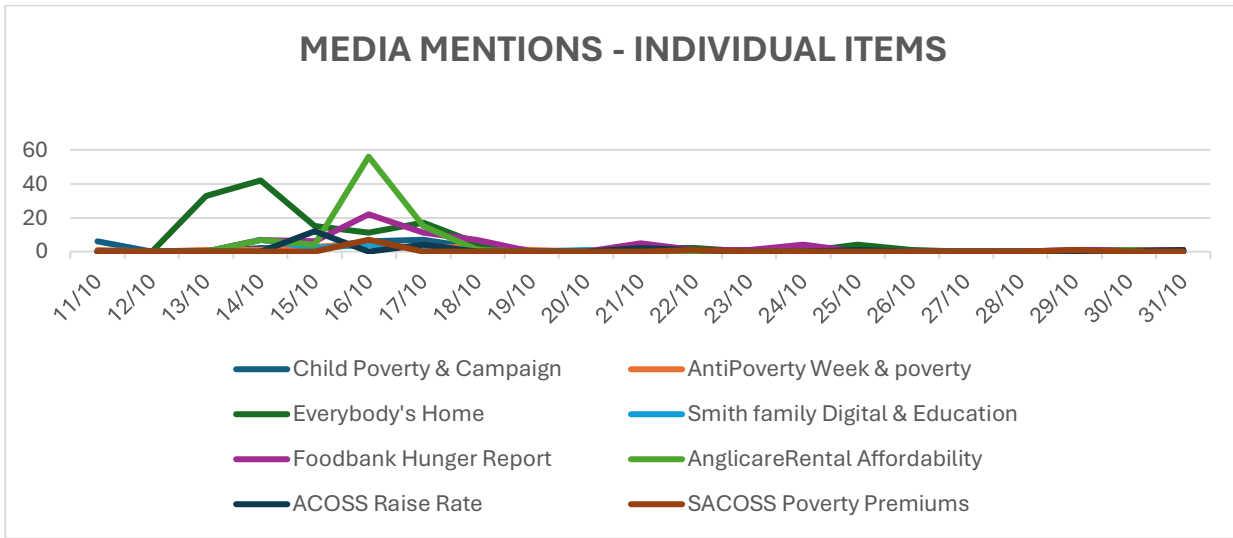
### Victoria

- **Melbourne Marathon**, Brotherhood of St Laurence team, Sun Oct 13
- **School Engagement trial**, Endeavour Hills, Brotherhood of St Laurence, Wed Oct 16
- **Inequality Forum** by new community group Fight Against Inequality FAIN, Wed Oct 16
- **Dingley Village Emergency Services Directory Launch** Kingston Mayor, Wed Oct 16

### West Australia

- **Online Financial Education Courses** City of Rockingham Council, Sun 13 - Fri Oct 19
- **Thrifty Clothing Swap** City of Rockingham Council, Sun Oct 13

# Media Coverage Summary



Housing and Homelessness was the main focus of media coverage during Anti-Poverty Week on 2024. This was led by the Everybody’s Home Campaign and Anglicare’s rental affordability snapshot.

The Foodbank Hunger Report again attracted strong radio, TV, print and online media this year on the Tuesday of Anti-Poverty Week with the focus continuing to the next day for World Food Day.

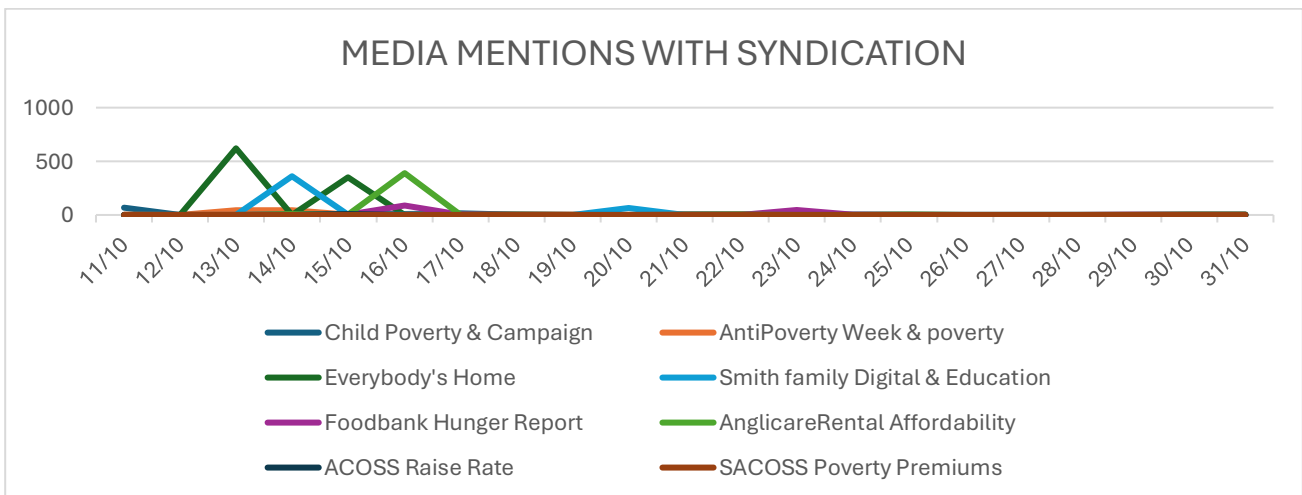
The Smith Family and Work Venture’s focus on digital and education poverty caught media attention throughout the week. The ACOSS Raise the Rate for Good media statement gained traction mostly on Tuesday October 15

The SACOSS Poverty Premiums campaign received strong media throughout the week. Child Poverty and the End Child Poverty campaign began media efforts before Anti-Poverty Week and saw a spike in media mentions on Tuesday.

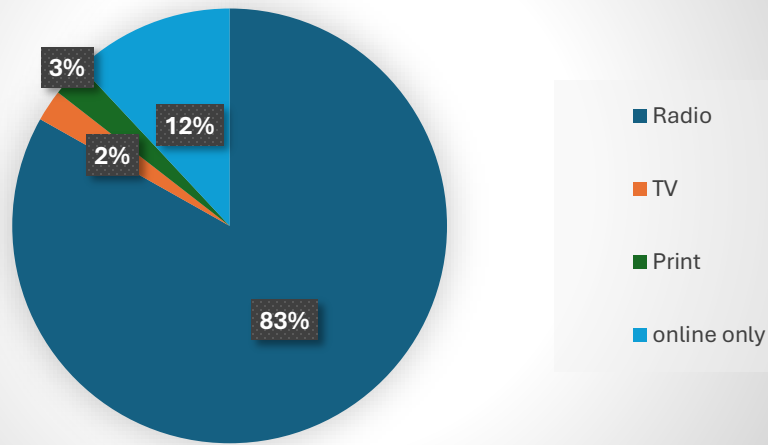
Anti-Poverty Week media items throughout the week added to highlighting the three major campaigns and issues, women in poverty, older Australians and more.

A conservative estimate of nearly 9.5 million readers, viewers and listeners consumed media about Anti-Poverty Week events and campaigns with coverage was valued at over \$1.8m. Again, this is a conservative estimate.

Radio was the strongest performer with 3003 syndicated mentions, followed by online only with 432 syndications. News and print syndicated items numbered 91. This is significant given the rapid decline in print media. Traditional print media titles also made up a significant proportion of the online items. TV featured 85 syndications.



## media format syndication mentions



### Key media:

- Fri Oct 11: 2SM and 44 syndicated stations on child poverty & campaign
- Sat Oct 12: SKY News on Digital Poverty, Caroline McDaid, WorkVentures
- Sun Oct 13: 2SM and 44 syndicated stations Anti-Poverty Week begins & campaigns
- Sun Oct 13: 5AA Adelaide Community Conversations and podcast
- Tue Oct 15: [ABC Radio PM](#) on housing with May Azize, Everybody's Home
- Tue Oct 15: [ABC online story](#) on the Foodbank Hunger Report and Raise the Rate
- Wed Oct 16: [ABC TV News](#) channel Anglicare rental Affordability, Kasy Chambers
- Thu Oct 17: 10 News WA on Child Poverty and event at Government House WA
- Thu Oct 17: 10 News national on Digital Poverty, Caroline McDaid, WorkVentures
- Sun Oct 20: on Digital Poverty, Caroline McDaid, Work Ventures
- *Big Issue* full page ads inside back cover editions 721 and 722 [download](#)

**Total Audience 9,437,557**

**Estimated value \$1,841,824**

# Why can't so many Australians afford food?

**John Hewson** is a professor at the ANU Crawford School of Public Policy and former Liberal opposition leader.

Of all the promises made by Australian governments of both persuasions, the most frequently broken is the commitment that nobody will be left behind. Never has this been more apparent than with the release of this year's Foodbank Hunger Report, indicating almost half of low-income households – those with incomes under \$30,000 – have faced food insecurity in 2024. This is the worst the situation has been since the cost-of-living crisis began.

The chief executive of Foodbank Australia, Brianna Casey, commented, "Low-income families who were only just getting by have now reached their limits. They are routinely skipping meals, compromising on the quality and nutrition of their food and going without personal care and household products. The struggles of single-parent households, people outside of metropolitan areas, and those relying on stagnant incomes paint a particularly grim picture, one where parents often go without food to protect their children from hunger."

Surely this should be considered a national catastrophe. How can this be, in a

country as wealthy as Australia – a globally significant food exporter? How is it that our governments can get their priorities so wrong as to actually leave so many so far behind? In the current political circumstances, how can this be an outcome for a Labor government, whose traditional supporters would have taken for granted that avoiding such an outcome would be a clear priority, and a justification of their party being in government. They clearly are responsible, they do "hold a hose" on this one.

The detail behind the aggregate numbers is important. Almost one third of all Australian households have experienced some form of adversity related to food within the past 12 months. That is, 3.4 million households. This was a slight improvement on the overall food insecurity situation in 2023, which affected 3.7 million households, but things have deteriorated for many, with what are described as "deeply concerning pockets of hardship at historically high, or worsening, levels of food insecurity".

Almost half of those households living on less than \$30,000 a year are now struggling for food – an increase of 5 per cent since 2022, when the cost-of-living crisis began. Sixty-nine per cent of single-parent households have been food insecure in the past 12 months, up from 67 per cent in 2023. In one bit of positive news, for two-parent

- Mon Oct 16: Hobart Mercury, There's No Excuse for Child Poverty

## There's no excuse for child poverty in a thriving, modern

In Anti-Poverty Week (October 13-19), I stand with other Australian children's commissioners, guardians and advocates in calling on Australian governments to end child poverty.

We call on governments to address the structural barriers that contribute to poverty and take bold action to break intergenerational cycles of disadvantage and marginalisation that continue to have devastating implications for families, communities and children.

All children are entitled to grow up safe and healthy and to get the full support they need to reach their full potential.

This includes: **Having** their health, wellbeing and

All children are entitled to reach their full potential, writes **Isabelle Crompton**

developmental needs fulfilled.

**Having** adequate housing, food and healthcare.

**Fully** participating in their education and community.

They should be able to go on school trips, enjoy family outings, play regular sport and engage in their communities.

And yet poverty impacts far too many children, with more than 761,000 Australian children 15 and under living in poverty.

Child poverty is a vexing issue nationally, but is concentrated in Tasmania, particularly in a small

number of communities.

Tasmania is home to about 115,000 children and young people aged younger than 18, representing almost a fifth of our population.

In 2021, Tasmania had among the highest levels of disadvantage compared to the rest of Australia, with more than two-thirds of children and young people living in areas of relative disadvantage; characterised by low income, low educational attainment and high unemployment.

The Children's Policy Centre has defined poverty based on the things Tasmanian children say matter most

to them. It means that children do not have the material basics, their opportunities are limited and crucial relationships are not in place or are under pressure.

Structural barriers mean that those who experience poverty as a child are: **Up to three** years behind at school, compared with their peers by age 15. **Up to 3.3** times more likely to experience poverty as an adult. **Two-and-a-half** times more likely to live in social housing. **Two-and-a-half** times more likely to



Isabelle Crompton

experience financial stress. **More likely** to experience poor mental and physical health.

We also know that those living in poverty can experience greater exposure to the child protection system (when authorities mistake poverty for neglect), which can in turn lead to increased likelihood of experiencing violence, social isolation and, for some, leading to contact with the criminal legal system.

Decades of policies, system structures and limited access to resources have prevented any real increase in wages, and income support payments have contributed to the chronic disadvantage experienced by many.

Cost-of-living pressures have been left unchecked, leading to

- Tue Oct 15, Newcastle Herald and syndicated papers

# More falling into poverty trap

**Gabriel Fowler**

SKIPPING meals and going without basics such as heating and electricity is part of everyday life for one in six Australian kids.

The plight of children living in poverty is being highlighted this week during Anti-Poverty Week, which runs from October 13-19, to coincide with International Day for the Eradication of Poverty on October 17.

The issue is forecast to get worse, with research showing an increasing link between private rental stress and poverty.

According to a BankWest Curtin Economics Centre study, two thirds of single women and one half of single men aged over 55 years who are living in rented houses were living below the poverty line. Among single parent renters, two in five live below the poverty line.

Another study, the Anglicare Australia Rental Affordability Snapshot 2024, found that well under 1 per cent of available rental properties were affordable in Australia for people receiving working age government benefits, or for single people earning the minimum wage.

Research by the Australian Council of Social Services and the University of NSW found those at highest risk

of poverty included people who were unemployed, receiving income support, renters, sole parents, women, children and people with disability, while those on Youth Allowance experienced deepest poverty.

In the Hunter, the St Vincent de Paul Society NSW alone helped more than 14,000 people last financial year, including more than 8400 dependants.

Almost all of them (95 per cent) required food assistance, 31 per cent were seeking help for the first time, and half were experiencing housing stress.

Mary Ryan, a member and volunteer and Vinnies Eastlakes regional president, said she had seen a big increase in the number of homeless people who needed help.

"And every week we see new people coming to us," Mrs Ryan said.

Issues included unemployment due to illness, along with rent rises making rents unaffordable.

"Then if people have to leave their house and store their goods, that's another cost, and we're seeing marriages breakdown due to stress, and then someone has to leave the house with nowhere really to go, and that is

what we are seeing more and more," Mrs Ryan said.

"There are people living in tents tucked away where no one can see them, some in their cars, some are couch surfing with people who are prepared to give them some space for a while."

Vinnies was advocating for them, Mrs Ryan said, but the powers that be needed to move "a little bit faster".

Meanwhile, Vinnies launched the Vinnies Van program in Newcastle in June to provide outreach services, providing meals, snack packs, and toiletries packs.

Data from those assisted in the Maitland/Newcastle area reveals that more than 70 per cent live on a fortnightly income of less than \$2000, while 30 per cent live on less than \$1000 a fortnight.

The leading types of assistance provided were food vouchers (\$1.37 million), clothing and household items (\$235,500), and transport expenses (\$130,000).

The lead recommendation of the Economic Inclusion Advisory Committee's 2024 report to government was to increase income support payments, particularly for unemployed people and single parents.

- Australian Community media syndicated papers

# Rental crisis is dire for essential workers

AUSTRALIA'S housing crisis has reached the point where essential workers "are faced with a dire picture" when looking for a home to rent, and moving to the regions is no longer a ticket to a more affordable lifestyle.

Anglicare Australia's latest Rental Affordability Snapshot released on Wednesday has found there's few places anywhere in Australia where key workers can live without breaking the bank.

Nurses can afford just 1.4 per cent of properties, ambulance workers 2.2 per cent, while fewer than 1 per cent of early childhood educators and construction workers are able to find homes to rent.

A person on the minimum wage full time can afford 0.6 per cent of available rentals, while firefighters and teach-

ers can afford less than 4 per cent, including rooms in share houses and bedsits.

The analysis compared the full-time award wages of 16 key occupations after tax with the price of 45,000 rental properties on realestate.com.au on a weekend in March. Homes were deemed unaffordable if a single person would have to spend more than 30 per cent of their take home pay on housing.

Affordability was low across all states and territories but even workers in the areas with greatest availability - such as far west NSW or outback Queensland - had higher living costs, fewer job opportunities and faced larger commuter distances.

"Australia's rental crisis is not contained to the urban

core of major capital cities," the report said.

"The rental crisis is in every community."

Fewer rentals were advertised during March than in previous years, which was in line with a drop in the national vacancy rate to just over 1 per cent.

"No matter how you look at it, these essential workers are faced with a dire picture when looking for an affordable rental," the report said.

"Without taking action to address the shortage of affordable housing, these workers will continue to struggle and labour shortages will get worse."

Approximately 176,000 new dwellings were completed nationally in the year to June 2024, Corelogic data released on Wednesday re-

vealed. That's 26.6 per cent below new building targets set by the federal government that kicked in from July 2024.

It coincided with construction costs growing by 1 per cent in the three months to September and an 18 per cent drop in monthly dwelling approvals compared to the decade average. It came as Housing Industry Association economist Maurice Tapang tipped the market for new home sales had already reached its trough.

September data showed sales were 8.6 per cent higher than 12 months ago and were stable compared to the month before, which he said coincided with consumer confidence trickling back into the economy.

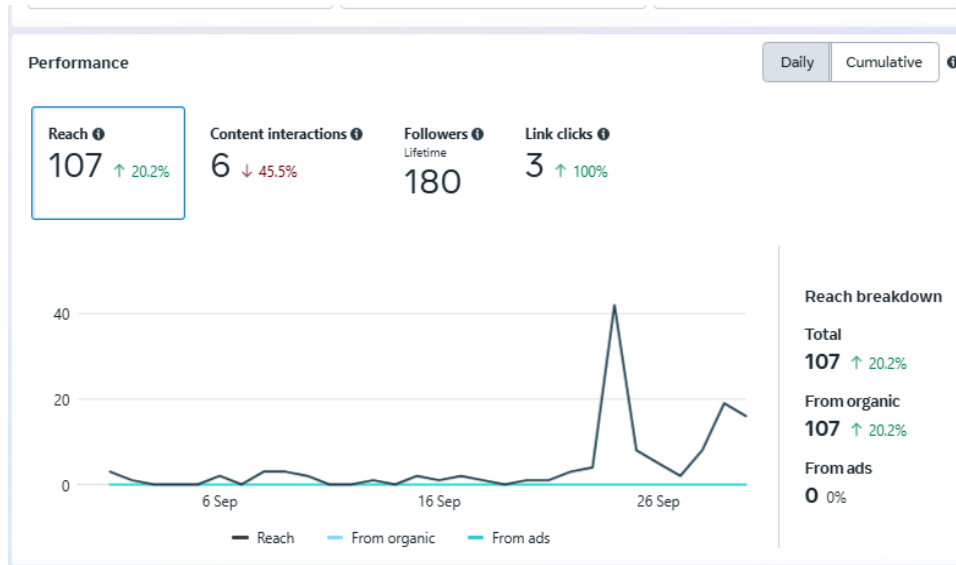


The nation's paramedics are being priced out of the rental housing market. Picture AAP

# Social Media Evaluation

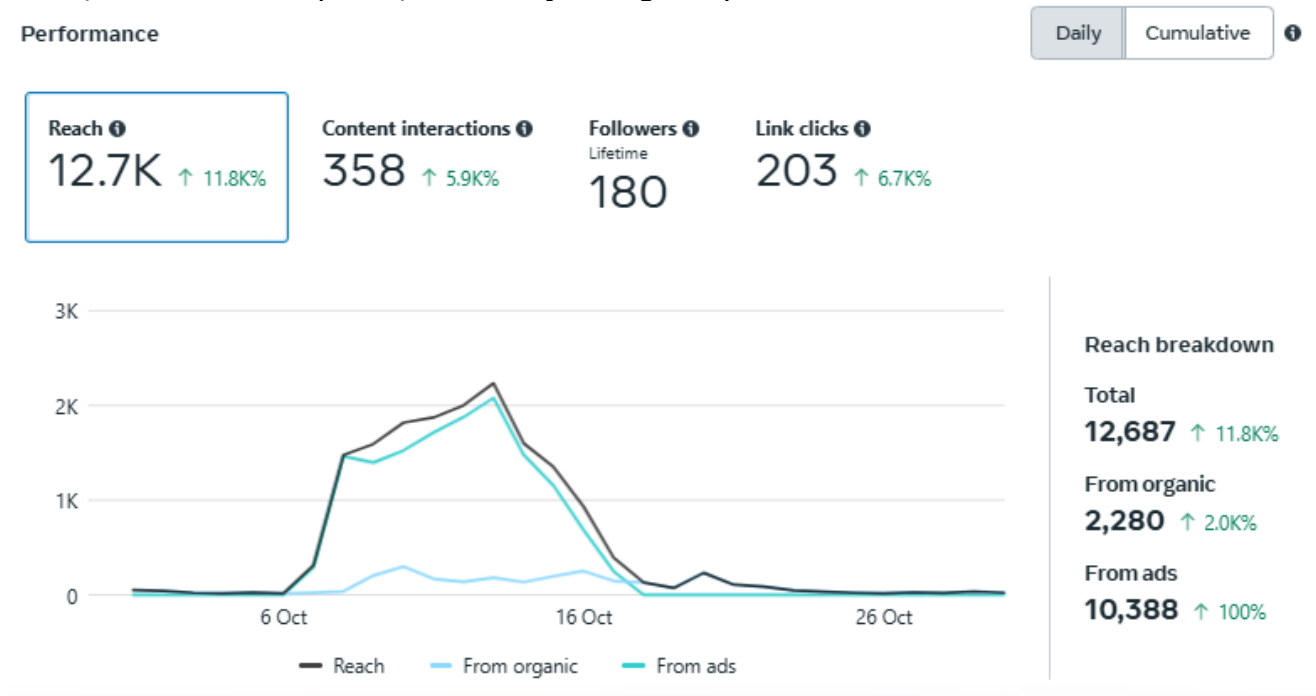
## Antipoverty Week Social Media Evaluation September – lead up

Updating profile pic with the new image caused a spike and reached 40 people on 24/9. Total reach for September was 107. Before the actual Week we had very low interactions.



## October

Reach jumped to 12,700 with 358 interactions and 203 link clicks. Boosting posts gained us 10,388 reach on top of 2,280 from just organic posts.



## TOP POSTS – ORGANIC

We reached between 100-500 with posts having strong graphics and arresting statistics. ACOSS Raise the Rate petition and Foodbank Hunger Report were strong Instagram performers.

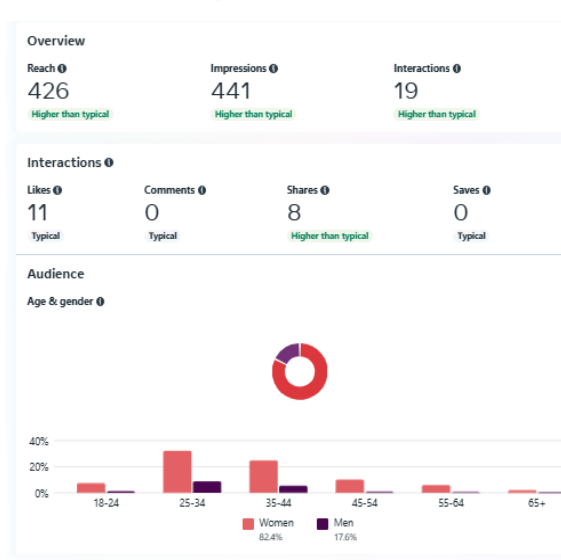
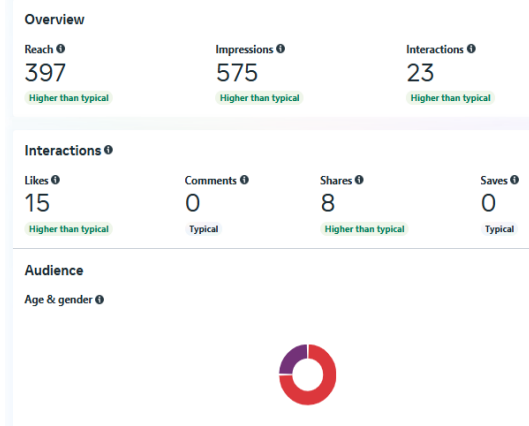
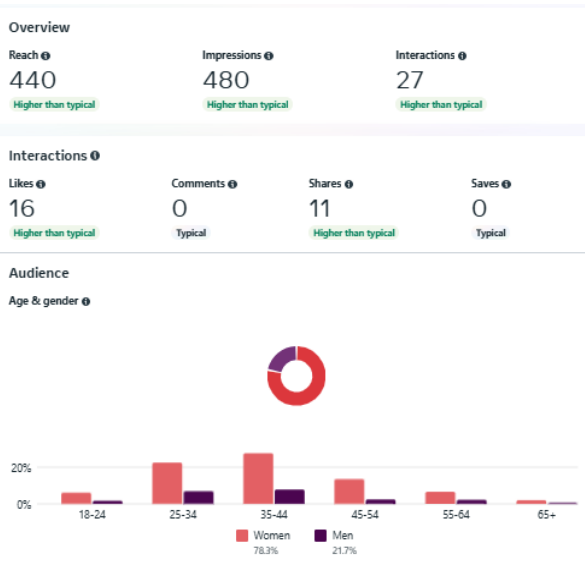
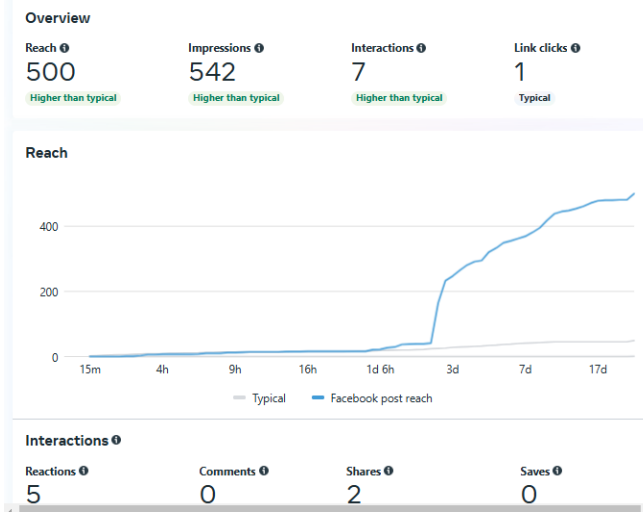
This #antipovertyweek community organisations and national campaigns will urge us all to take action to lift 3 million Australians out of poverty this week - with webinars, forums, films, petitions, BBQs and other events in every state and the ACT. See what you can do and attend  
<https://bit.ly/APW2024begins>  
[#raisetherate](#) [#endchildpoverty](#) [#fairhousingfuture](#) [#apw24](#)

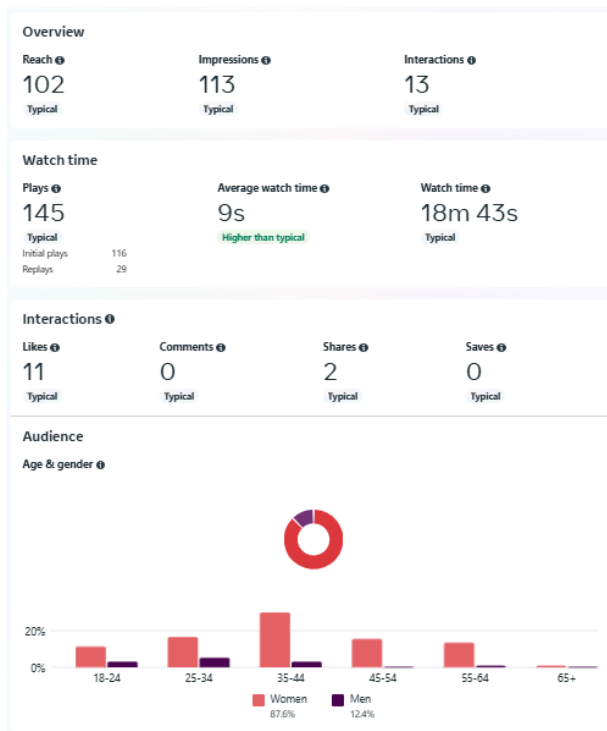
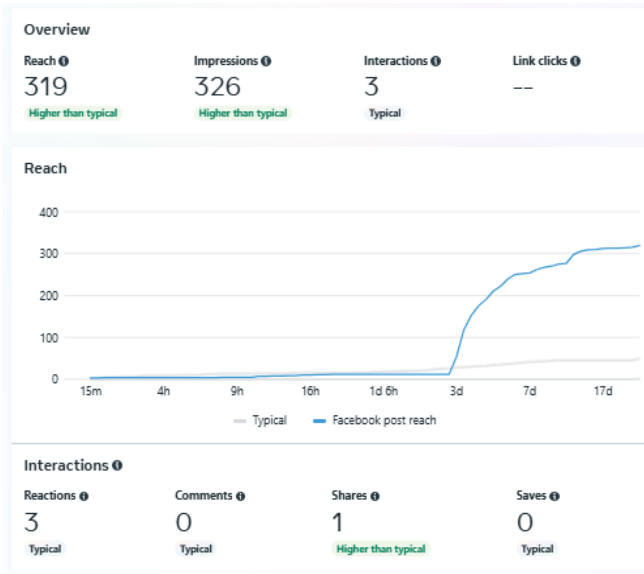
It's not right that 3 million Australians struggle to survive in poverty.



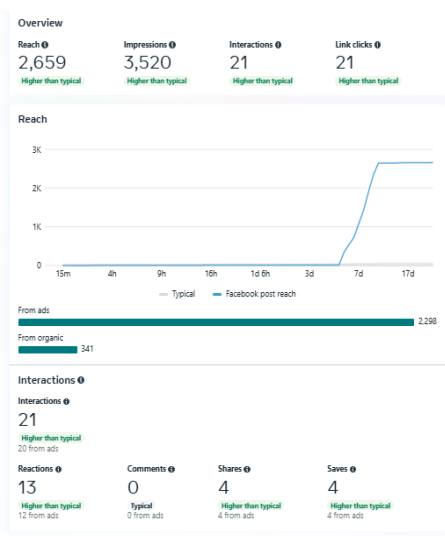
That's 1 in 8 people and 1 in 6 children.

Take action this #antipovertyweek to #endchildpoverty #raisetherate and for a #fairhousingfuture





We boosted the following key events- webinars and campaign activities with linking page and call to action, which significantly increased their reach, interactions and shares:



**Anti Poverty Week**  
Published by **Carolin Wenzel**  
- 4 October -

Join the Centre for Excellence for Children and Families in this #antipovertyweek webinar exploring how we can prioritise the needs and experiences of children and young people in these challenging times and advocate for housing as a fundamental right for all. Reframing Housing as a Human Right WEBINAR - 17/10 9:30-11am [https://antipovertyweek.org.au/.../webinar-reframing-...](https://antipovertyweek.org.au/.../webinar-reframing-.../)  
or email: [admin@cfcfw.asn.au](mailto:admin@cfcfw.asn.au)  
#fairhousingfuture #endchildpoverty... See more

## Anti-Poverty Week

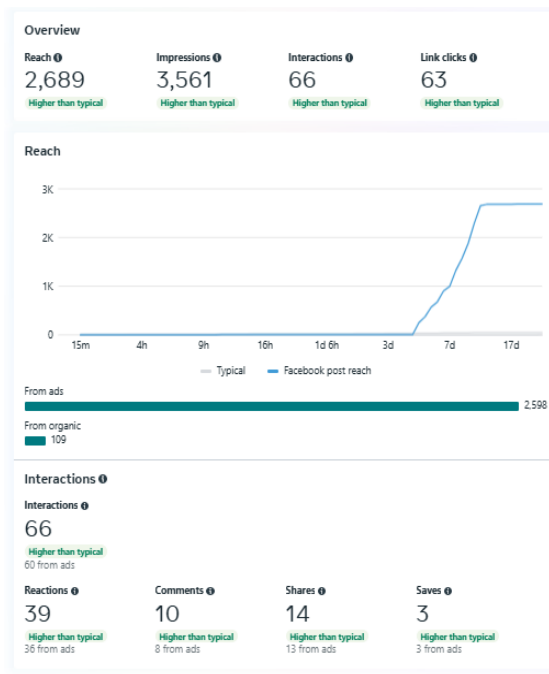
### Reframing Housing as a Human Right

Thursday, 17 October  
9.30 AM to 11 AM

Join us online during Anti-Poverty Week for a critical discussion on Reframing Housing as a Human Right.

As rising housing insecurity intensifies across Victoria, we'll explore how to prioritise children's needs and advocate for housing as a fundamental right.

[ANTIPOVERTYWEEK.ORG.AU](https://antipovertyweek.org.au)  
**Webinar - Reframing Housing as a Human Right - Anti-Poverty Week** [Book now](#)



**Anti Poverty Week**  
Published by **Carolin Wenzel**  
- 6 October -

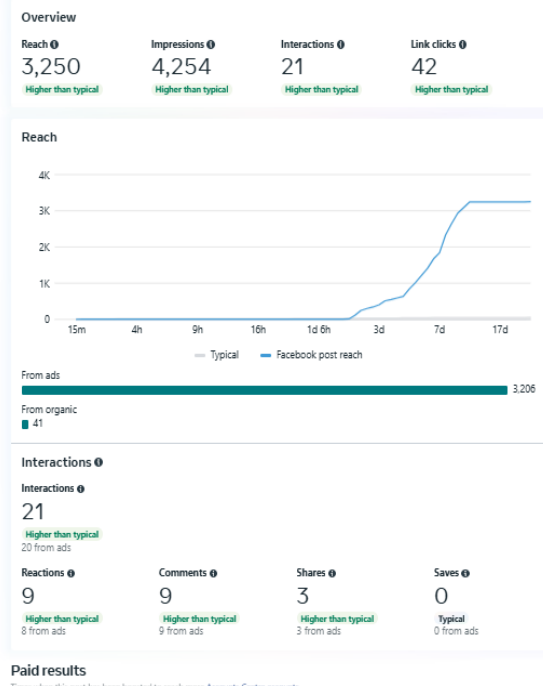
Get active to #endchildpoverty and Chat for Change during Anti-Poverty Week – visit [https://antipovertyweek.org.au/.../chat-for-change-end-...](https://antipovertyweek.org.au/.../chat-for-change-end-.../)

To get links to all the resources and activities:

- play the campaign video in a meeting.
- make a 15sec video – to share and upload.
- download the End Child Poverty campaign poster and display it...

See more

[ANTIPOVERTYWEEK.ORG.AU](https://antipovertyweek.org.au)  
**Chat for Change - End Child Poverty - Anti-Poverty Week**  
Chat for Change to #endchildpoverty - how to get involved this Anti-Poverty Week



**Anti Poverty Week**  
Published by **Carolin Wenzel**  
- 8 October -

WEBINAR - Digital Poverty - the new frontier of exclusion. BOOK HERE: <https://bit.ly/DigitalPovertyWebinar>

Hear firsthand from experts who are making strides in enhancing access to technology, improving digital literacy, and fostering greater online engagement - with practical solutions and innovative strategies: Wendy Field, Head of Policy, Programs & Strategy, The Smithy Family; Caroline McDavid, CEO, WorkVentures; Jessica Wilson, CEO, @Good Things Foundation Australia... See more

**WEBINAR**

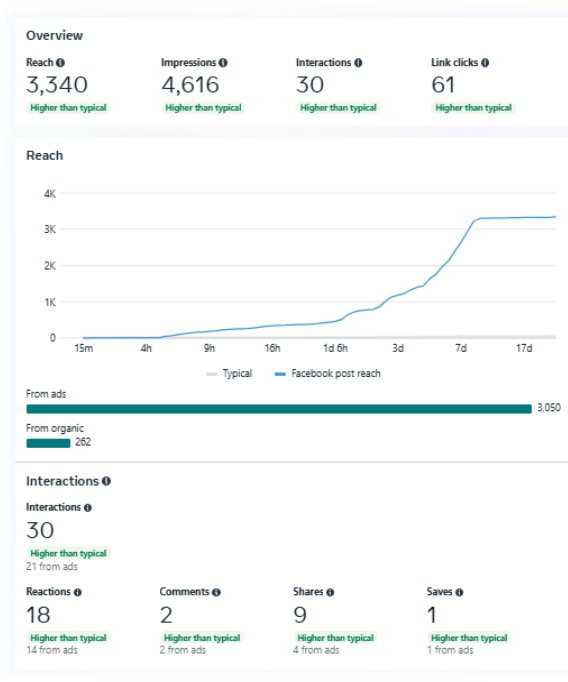
## THE NEW FRONTIER OF EXCLUSION - DIGITAL POVERTY

[REGISTER NOW](#) **FRIDAY 18TH OCTOBER 2024** **1PM - 2PM (AEDT)**

**OUR SPEAKERS**

<b>WENDY FIELD</b> Head of Policy, Programs and Strategy, The Smithy Family	<b>CAROLINE MCDAID</b> CEO, WorkVentures	<b>JESSICA WILSON</b> CEO, Good Things Foundation

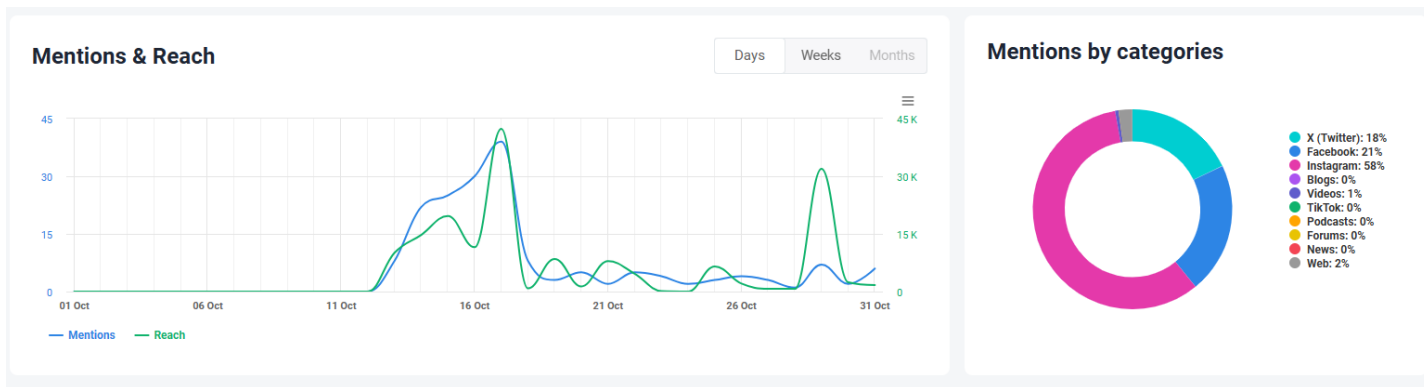
[ANTIPOVERTYWEEK.ORG.AU](https://antipovertyweek.org.au)  
**WEBINAR - The new frontier of exclusion: Digital Poverty - Anti-Poverty Week** [Book now](#)



## HASHTAG ANALYSIS

#antipovertyweek #apw24 #endchildpoverty #raisetherate #fairhousingfuture. An analysis using Brand24 filtering out US, UK & India found 179 mentions with a reach of 168,000.

Trending hashtags		Trending links		Most active sites	
Hashtag	Mentions	Link	Mentions	Source	Mentions
#endchildpoverty	113	<a href="https://www.m25forty.org">https://www.m25forty.org</a>	10	instagram.com	104
#antipovertyweek	79	<a href="https://www.antipovertyweek...">https://www.antipovertyweek...</a>	4	facebook.com	38
#apw24	38	<a href="https://www.endchildpoverty.c...">https://www.endchildpoverty.c...</a>	3	twitter.com	32
#raisetherate	32	<a href="https://www.raisetherate.org.a...">https://www.raisetherate.org.a...</a>	2	best-hashtags.com	2
#fairhousingfuture	24	<a href="https://www.raisetherate.org.a...">https://www.raisetherate.org.a...</a>	2	youtube.com	1



## Website Analysis

### Anti-Poverty Week Website Analysis

During October 2024 the antipovertyweek.org.au website had a total of 17,000 views. More than 3000 for the home page and 2,363 views for Events pages. The next most visited pages were the Promotional Kit (783), Act to End Poverty (656) and Fast Facts (592).

Home - Anti-Poverty Week	3248
Promotional Kit - Anti-Poverty Week	783
Act to end poverty in 2024 - Anti-Poverty Week	656
Fast Facts - Anti-Poverty Week	592
Who We Are - Anti-Poverty Week	282
Ideas for Activities - Anti-Poverty Week	253
Poverty in Australia - Anti-Poverty Week	165
What We Do - Anti-Poverty Week	163
Events pages	2363
Not Set	7560

Google Analytics measured 3,800 users. 2,300 organic visits through a search engine and 2,000 through entering our URL. 396 came via organic social media links clicked, 392 via other referrals. 182 links were clicked via emails, most likely our eNews or media releases.

Traffic acquisition: Session primary channel group (Default channel group) Custom 1 Oct - 31 Oct 2024

Legend: Organic Search, Direct, Organic Social, Referral, Email

Session primary...channel group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count
Total	5,217 100% of total	2,718 100% of total	52.1% Avg 0%	1m 10s Avg 0%	7.06 Avg 0%	36,850 100% of total
1 Organic Search	2,322	1,442	62.1%	1m 01s	6.39	14,843
2 Direct	2,002	820	40.96%	29s	4.65	9,317
3 Organic Social	396	213	53.79%	16s	4.28	1,695
4 Referral	392	199	50.77%	1m 03s	5.59	2,190
5 Email	182	47	25.82%	10s	3.91	712
6 Unassigned	14	0	0%	2h 39m	578.07	8,093

### Bitly downloads from social media posts

Where short URLs or Bit.ly links were created for posting to social media we can track click throughs. The most clicked links were for the Digital Exclusion Webinar (30), the post about Anti-Poverty Week starting and featuring the 3 campaigns had 13 click throughs and the post about all the APW activities had 14 click throughs.

Date	Topic- document	Engagements
4/10	Fast Fact – Poverty & Housing	4
7/10	Digital Exclusion Webinar	30
7/10	Fast Fact – Child & Family Poverty	8
8/10	Online Financial Education – Rockingham WA	5
9/10	End Child Poverty PH event	4
13/10	APW Campaigns – media release	13
13/10	BSL Webinar – Locked out of Housing	6
14/10	APW begins – list all activities and events	14
17/10	ACOSS Briefing paper on poverty in Australia	4
17/10	ACCG Joint Statement PR	2

## Mailchimp analysis

Our monthly eNews emails go out to around 1,600 subscribers with a healthy open rate of 52-54%. The October eNews listed all the key activities and had a higher than usual click rate of 45%.

Mark uploaded another 700 media email contacts growing the APW Media mailchimp list to 850. Journalists open media releases email relevant to them resulting in a lower percentage open rate but a larger overall number of opens.

As in 2023 we sent Federal MPs and Senators a personally addressed email with a link to the full Briefing as a pdf on the APW website. This had a highly successful open rate of 99-100% and high click throughs. The list needs to be reviewed as there is a high bounce rate of Senate and MP emails and 10 MPs missing (some had unsubscribed). Total Senators 76, Total MPs 151.

<b>Date</b>	<b>Email</b>	<b>Deliveries</b>	<b>Open Rate</b>	<b>Total Opens</b>	<b>Click Rate</b>	<b>Total Clicks</b>
30/9	September eNews	1,640	54%	1,999	3.2%	232
11/10	Media Release – APW Begins	850	14%	121	6.6%	56
14/10	October eNews List all activities	1,640	52%	778	45%	1,686
14/10	MPs Briefing	110 31 bounced	99%	104		221
14/10	Senators Briefing	50 15 bounced	100%	61		100