



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 Federal Government to raise income supports
- **Everybody's Home** calling on all parties to sign up to the [Roadmap to Reform](#)
- **End Child Poverty** [Chat for Change](#) and advocacy 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

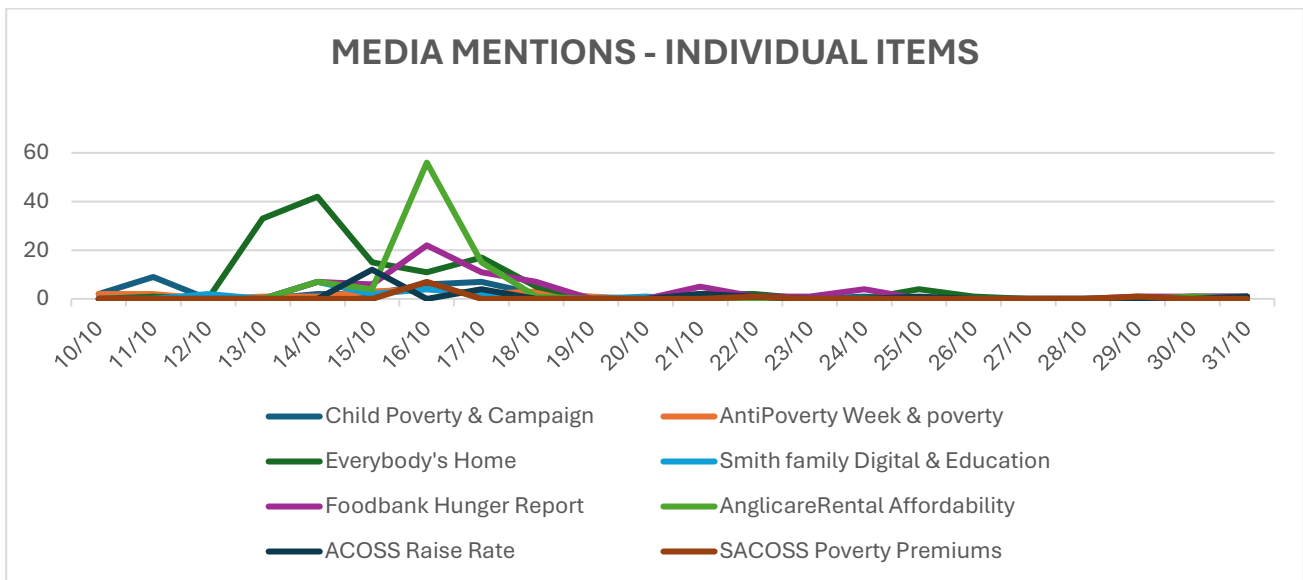
Victoria

- **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 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.

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. The SACOSS Poverty Premiums campaign received strong media throughout the week.

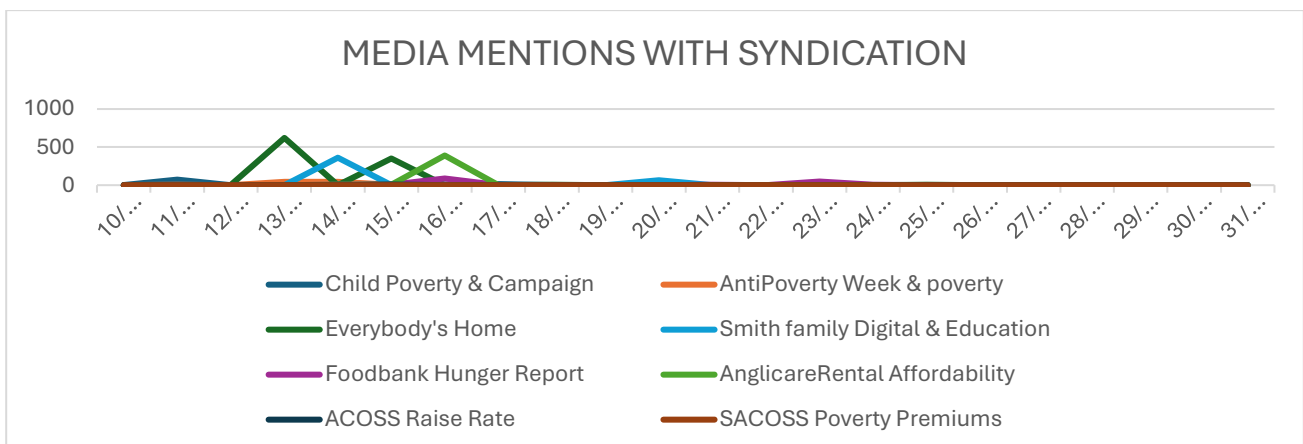
Child Poverty and the End Child Poverty campaign began media efforts before Anti-Poverty Week and saw a spike in media mentions on Tuesday. Anti-Poverty Week media items throughout the week added to highlighting the three major campaigns and issues, women in poverty, older Australians and more.

Conservative estimates of 9.5 million readers, viewers and listeners consumed media about Anti-Poverty Week events and campaigns with coverage valued at over \$2.2m.

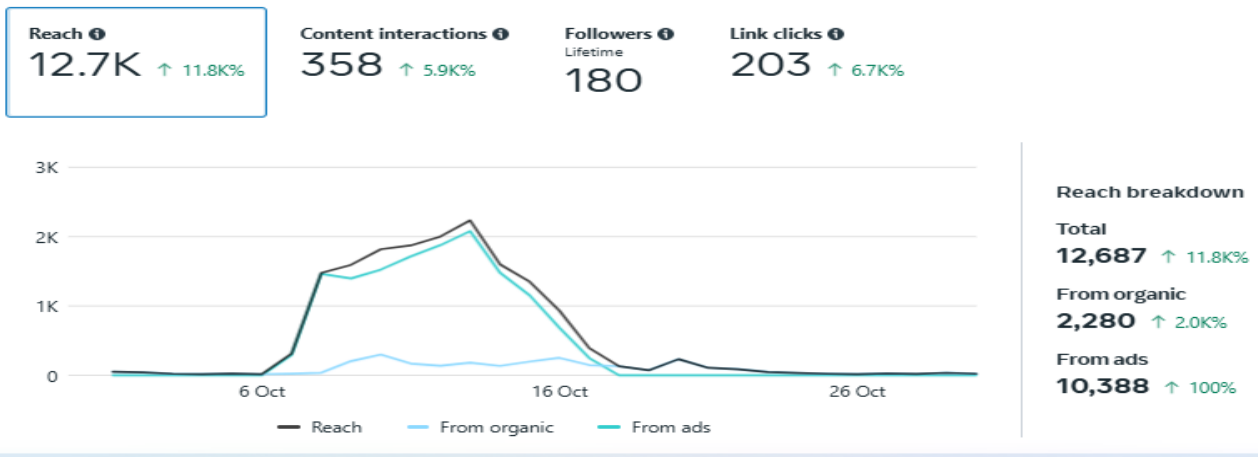
Radio was the strongest performer with 3003 syndicated mentions, followed by online only with 432 syndications. News and print syndicated items numbered 91. This is significant given the rapid decline in print media. Traditional print media titles also made up a significant proportion of the online items.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

Total estimated audience 9.5 million

Estimated value \$2.2 million



Social Media Evaluation



Updating the Anti-Poverty Week profile picture caused a spike in total reach in the lead up to Anti-Poverty Week. In October reach jumped to 12,700 with 358 interactions and 203 link clicks. We reached between 100-500 with posts having strong graphics and statistics. ACOSS Raise the Rate petition and Foodbank Hunger Report were strong Instagram

We boosted four key events, webinars and campaign activities with linking page and call to action significantly increasing reach, interactions and shares. Boosting posts gained us 10,388 reach on top of 2,280 from just organic posts.

Hashtag Analysis: #antipovertyweek #apw24 #endchildpoverty #raisetherate #fairhousingfuture filtering out US, UK & India found 179 mentions with reach of 168,000.

Anti-Poverty Week Website Analysis: October had 17,000 views, 3000 for the home page and 2,363 views for events. The Promotional Kit received 783, Act to End Poverty 656 and Fast Facts 592. 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 referrals, 182 links clicked via emails such as eNews and media releases.

Bitly downloads from social media posts: The most clicked links were for the Digital Exclusion Webinar, 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.

Mailchimp analysis: Our monthly eNews to around 1,600 subscribers has a healthy open rate of 52-54% with the October eNews listing all the key activities having a higher than. Another 700 media outlet email contacts were added growing the APW Media list to 850 resulting in a lower percentage open rate but a larger overall number of opens.

Federal MPs and Senators received a personally addressed email with link to full briefing on the website. This had a highly successful open rate of 99% and high click throughs.

