

10 May 2016

Dear friends,

We have just witnessed a federal budget in which homelessness and the housing crisis in Australia were ignored. We are now on the cusp of a federal election. If we are going to achieve positive change it is critical major parties bring housing and homelessness platforms to the electorate.

Our best chance of achieving this outcome is the many organisations in our sector that care passionately about these issues, working together to deliver a single powerful campaign.

The national housing and homelessness peak bodies: Homelessness Australia, National Shelter and the Community Housing Industry Association are working together on this campaign. A joint election platform has been developed and we are now asking you to join with us in support.

Using the message: **VOTE HOME: LET'S END THE HOUSING CRISIS BY 2025** we have engaged a digital campaign expert to develop a campaign using the Change.org platform Movements. Movements will enable us to publish a series of petitions – with signatures tallying up into one 'movement' number.

We aim to engage thousands of people in action demonstrating that there is popular support for change.

Digital material is being developed for inclusion in our sectors' websites and email signatures for promotion on Facebook and Twitter, and for direct email to organisational supporters and contacts. This will enable the campaign to reach thousands of people, beginning a viral spread of enthusiasm and action.

Material is scheduled to be ready on 16 May and to be launched on 19 May. You are invited to a phone briefing on Monday 16 May at 3.30pm, which will provide an opportunity for questions. To participate please rsvp to kate@chp.org.au, and join the discussion by dialling 03-8687 0700; PIN 432 398 960.

We are seeking your involvement in three ways:

- **Be involved in promoting the campaign** – by including a link on your website, promoting content on Facebook and Twitter, and directly reaching out to your supporters or clients
- **Contribute to the costs of the campaign** – each of the national peaks is now unfunded and the campaign will cost around \$30,000 – we are asking small organisations to contribute \$500 and large to contribute \$3,000, but welcome any contribution
- **Contribute to the profile of the campaign by linking in media stories you have planned to the overall campaign timeline** – please let us know if you have new reports, data or events planned between mid-May and 2 July.

Thank you for your shared passion in relation to the reform required to end the housing crisis. We look forward to collaborating with you on this important initiative.

Please direct your indications of support or any questions to Kate Colvin kate@chp.org.au 03) 8415 6204 or 0418 103 292.

Signed

Adrian Pisarski, CEO, National Shelter

Jenny Smith, Chair, Homelessness Australia

Greg Withers, CEO, Community Housing Industry Association