

A National Housing Campaign



Housing solutions
for all Australians

Why are we campaigning?

Why are we campaigning?

Housing
affordability is a
top 3 concern
for Australians

Homelessness
is increasing

Focus on home
ownership is
leaving many in
our community
behind

Federal
election
opportunity to
influence party
policy

By uniting as a
sector, our
impact will be
stronger

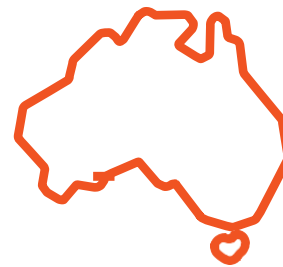
Everybody's Home plan



**More social
and affordable
rental housing**



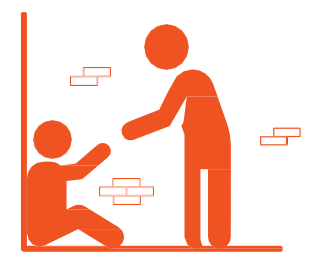
**Prioritise the
needs of
home buyers
over property
speculators**



**Nationally
consistent
protections
for tenants**



**Provide
immediate
relief for
people in
rental stress**



**End the cycle
of homelessness
by 2030**

**What did the
research tell us?**



Key findings

We don't need to convince people
that affordability is an issue.



Key findings

The focus needs
to shift to solutions.



Key findings

Education then
advocacy



Key findings

We need a single
consistent story.

Framing narrative

Australia's housing system is broken.

Speculators are driving prices out of reach for a generation of Australians.

There is a shortage of secure, affordable rentals. And more and more people are slipping through the net and ending up homeless.

But there are simple things our government can do to fix the broken system and ensure everyone has a place to call home.



The strategy

While people don't need convincing that housing affordability is an issue, there is a clear need to bring the sector together under an umbrella frame to build support before we can move to build public awareness and activate supporters around policy debates.

The campaign will be delivered in two stages, building support and socialising messages amongst partners, and moving to a targeted campaign activating public audiences.

Stage 1: Sector support

Focusing on the housing sector, providers, partners and client networks, in phase 1 we will:

- socialise consistent messages
- distribute material and content to partners
- build a support base through existing networks
- build campaign infrastructure including branding, digital hub, social media channels, content and campaign kits.

Stage 2: Microtargeting & activation

Building on the base of supporters through phase 1, we will:

- raise awareness of solutions and shift perceptions amongst key public audiences.
- microtarget audiences for action based on the issue most relevant to them
- run a paid advertising campaign to reframe the debate
- activate audiences through a ladder of engagement leading up to the Federal and state elections
- integrate earned and digital media with on ground events and MP engagement.

Campaign assets



Website

Tells our story
Build the list
Campaign hub
Advocacy



Partner Pack

Materials for sector
Consistent design & message
Builds the base



Video

Tells the story
Content for



Social media

Dedicated campaign
Facebook page
Builds relationship
with the community

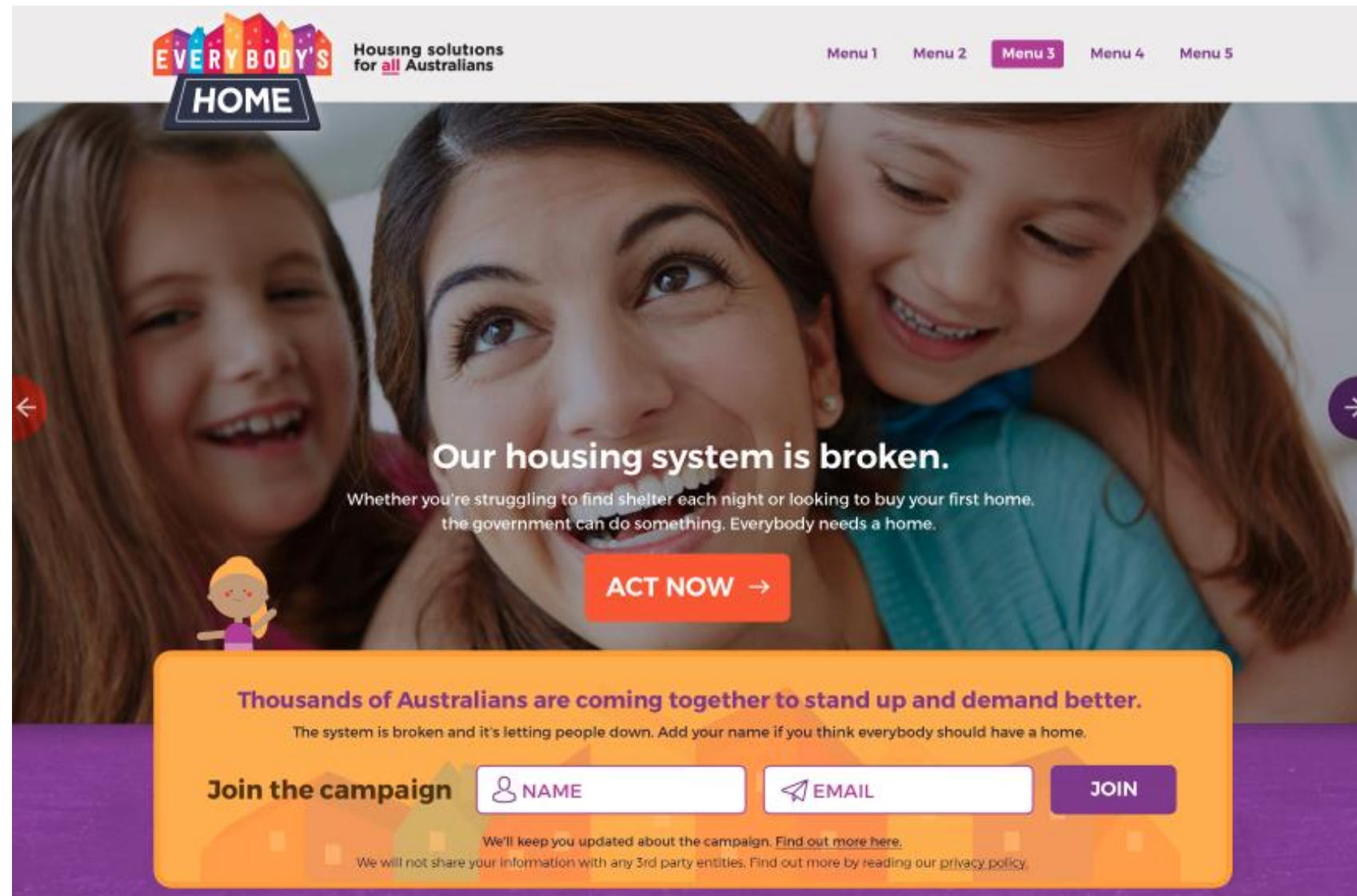


Strategy & execution plan

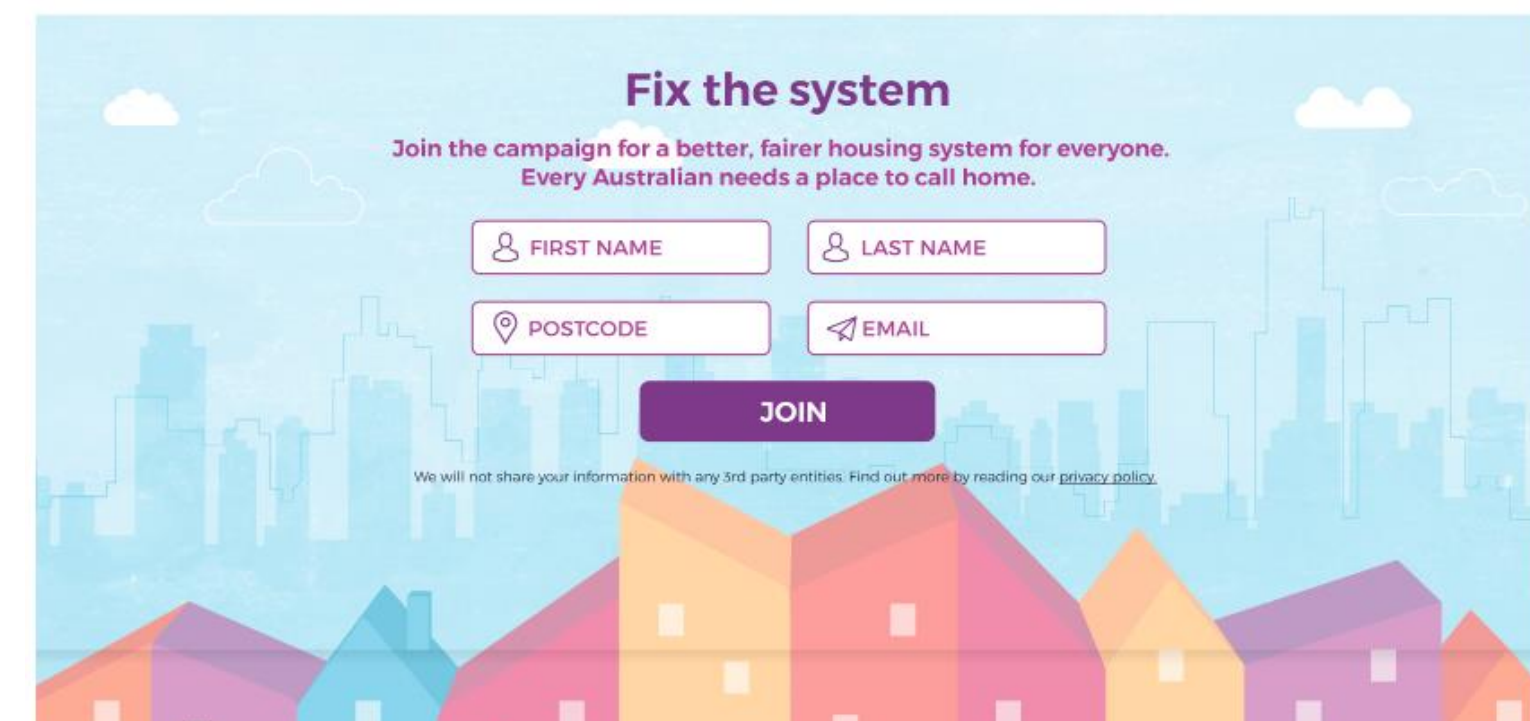
Key message bible
Content calendar
Supporter engagement
and activation
Micro petitions per issue
Key milestones
Election strategy

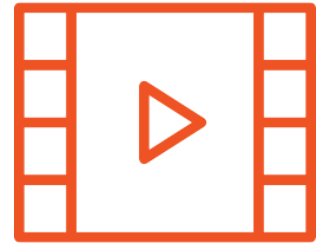


Website

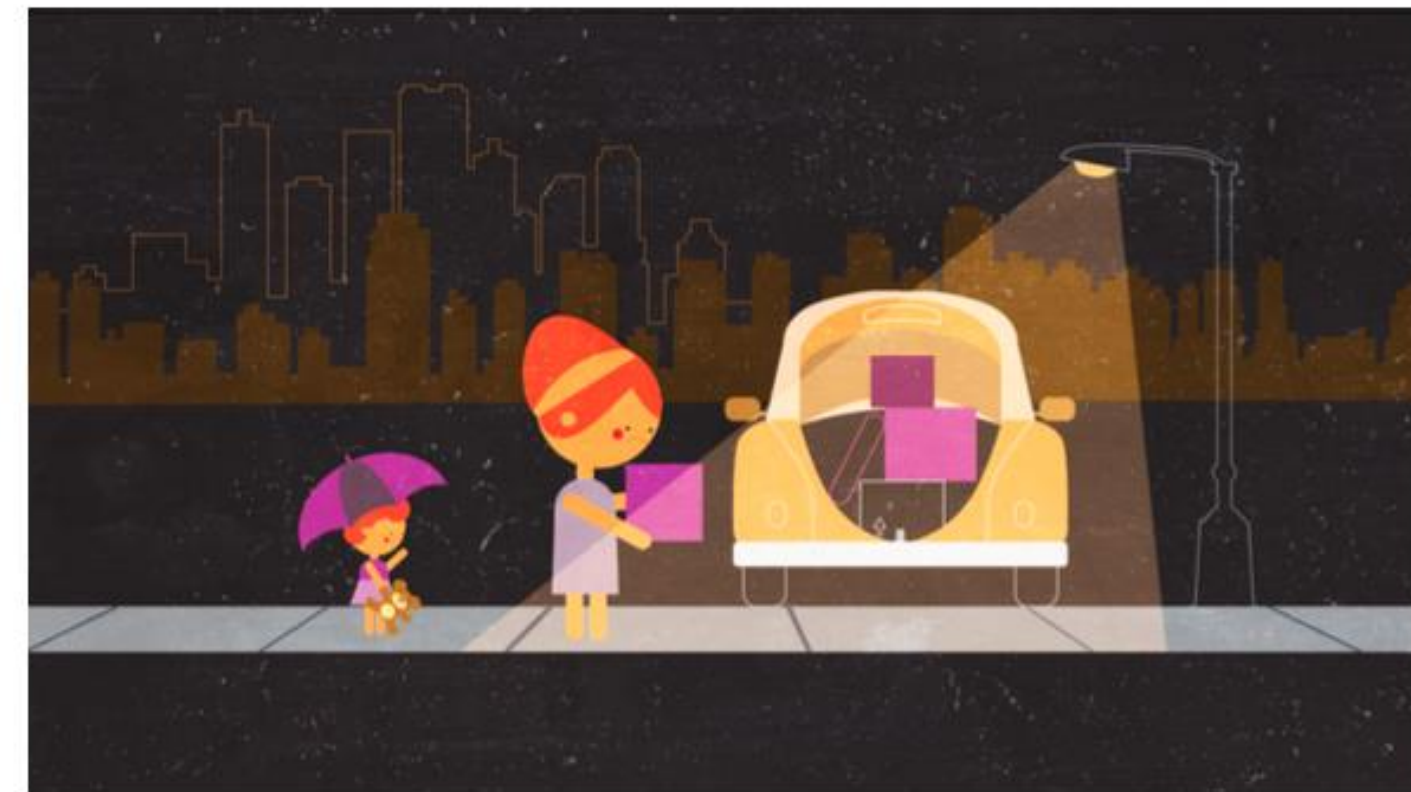


View the prototype: <https://invis.io/SZG5JRWYFVJ>





Video



Watch the video so far here:
https://resmedia.digitalpigeon.com/msg/9l38kBwxEeineAbiYUDn_w/zZ86DuQ4jxUhwOgmx4JCfA



Partner pack

Australia's housing system is broken.

Whether you're struggling to find shelter, or looking to buy your first house, our government can fix the system and make sure everyone has a home.

Join the campaign for housing solutions for all Australians:
everybodyshome.com.au



A house is more than an economic asset - it's safety, it's security, it's community, it's a home.

Join the campaign for housing solutions for all Australians now:
everybodyshome.com.au



We're calling on the Government to commit to:

- More social and affordable rental homes
- Put homes ahead of investments
- A better deal for renters
- Immediate relief for Australians in the most serious rental stress
- End homelessness by 2030

Join the campaign for housing solutions for all Australians:
everybodyshome.com.au



Housing solutions for all Australians

Dear {name|friend},

Everyone needs a home.

But right now, Australia's housing system is broken. A generation of homeowners has been priced out by investors. There is a shortage of secure, affordable rental properties. And more and more people are being pushed into homelessness.

But the good news is, there are simple things our government can do to fix it, and make the system fairer for everyone.

And that's where the Everybody's Home campaign comes in. This is a new campaign, for all Australians to get involved in with, a campaign that will see everyone working together to call on our government to implement the solutions needed to ensure everyone has a home.



Housing solutions for all Australians

Join the campaign

How can you get involved?

Recap on the launch plan

Soft launch: sector organisations push to own networks using partner pack.

Public campaign launch: press club address, earned media splash and digital advertising

Lobbying Day: brief decision makers on the campaign and our objectives

Soft Launch: 13th-20th March

This is about launching the campaign exclusively to your organisation's network's before it launches publicly. People connected to your organisations will form a strong base of engaged supporters.

Partners:

- **Before Friday:** Send soft launch eDM to your email lists asking them to sign up. Use the text provided in the partner pack.
- **Throughout the next week:** Use copy and graphics provided to post on your social media pages.
- **Within the next 2 weeks:** Add the web banner to your website and link to Everybody's Home.

Always use your tracking link



Partner Pack

Thank you for supporting the Everybody's Home campaign. It's incredible to see organisations from across the sector coming together to address one of top issues for people in Australia.

This document is your guide to helping drive the campaign and walks through how you can promote it to your networks. The partner pack is critical to the first phase of the strategy – it means building the campaign's supporter base with a list of people more already engaged with the issue.

Recap on the launch plan

The campaign launch will happen in 3 stages:

1. **Soft launch** – partner organisations launch the campaign to their networks, clients and supporters. Essential will provide a range of campaign materials including eDMs and social media posts, asking people to sign up to the campaign via a National Housing Petition. Each organization can use a unique link to track how many supporters signed up.
2. **Launch** – the official launch of the campaign will take place at the Press Club, with Julian Disney and Kate Colvin speaking. On the same day – partner organisations are encouraged to send a follow up eDM and post to their social media networks, asking clients and members to join the campaign for a second time. All material will be provided by Essential in the partner pack. Earned and social media, as well as Facebook advertising driving people to the petition will support the press club address.
3. **Lobbying** – Partner organisations will aim to meet with senators and/or MPs in Canberra after the Press Club event. In the weeks following, partners are encouraged to meet with MPs in their local electorates. Lobbying efforts will be coordinated and a lobbying pack will be provided. Essential will also provide partners with branded doormats to take with them and give to MPs and Senators at the meetings. The tone of these meetings will be positive and collaborative.

everybodyshome.com.au



eDMs

Soft launch email

The soft launch eDM should be sent to as many existing staff and supporter lists as possible. The idea is to give internal housing sector clients and supporters an 'exclusive' first look at the campaign before it launches publicly. You can choose to use the text as it is or adapt it.

Date to be sent: 14-15 March 2018

Email copy: Download the word document containing the soft launch eDM: <http://everybodyshome.com.au/wp-content/uploads/2018/03/Everybodys-Home-Soft-Launch-eDM.docx>

Links to include: Use your unique tracking URL included in this document

Image/Media: Image of video and link to website. Download the video screenshot here: <http://everybodyshome.com.au/wp-content/uploads/2018/03/video.jpg>

Official launch email

This email is called a 'chaser'. The aim of a chaser is to remind audiences of the previous communication. This eDM is for partner organisations to send to their own lists, reminding them to sign up to the campaign on the day of the launch.

Date to be sent: 21 March 2018

Email copy: Download the word document containing the soft launch eDM: <http://everybodyshome.com.au/wp-content/uploads/2018/03/Everybodys-Home-Official-Launch-eDM.docx>

Links to include: <http://everybodyshome.com.au/petition>

everybodyshome.com.au

The Launch: 20th March

- National Press Club event
- Speakers: Julian Disney and Kate Colvin
- Facebook – Everybody's Home page to launch using the video, noting the Press Club event launch
- EDM to supporters on the Everybody's Home campaign list, asking them to take the first campaign action – sign and share the petition

Partners:

- **Tuesday 20 March:** Send a Chaser Email to supporters on your organisation's list, announcing the launch and calling on them to join the campaign – there is an EDM in the Partner Pack to be used for this.
- **Tuesday 20 March:** Twitter – all partners tweet throughout the event using the hashtag #NPC and #Everybody'sHome
- **Throughout the week** – continue to push social media content to your networks and link back to everybodyshome.com.au

Lobbying Day: March 21st

- Partners will meet with senators in Canberra the day after the Press Club event
- Partners will also meet with MPs in their local electorates as close to this date as possible
- We'll provide you with a campaign resource kit, including speaking points, key facts, policy asks
- There'll be branded doormats created for you to take along to the meeting and leave behind for them to use at their office
- Take photos, and we'll have a bunch of content for social media!

Partners:

- **Wednesday 21 March:** Partners begin meetings with MP, take lots of photos and videos, share on social media using the hashtag and your URL.
- **Tuesday 20 March:** Twitter – all partners tweet throughout the event using the hashtag #NPC and #EverybodysHome
- **Wednesday 21 March** – take with you to meetings the leave behind and the door mat.

Rollout plan | Build the list. Bring people in on the issue they care about. Tell our story.

The focus will be to build the profile of the campaign and bring a base of supporters to the campaign list through:

- Partners and sector networks
 - Earned media
 - Micro-campaigns around specific campaign objectives
 - Targeted digital advertising
-
- Bring people in on micro-petitions around the policy or issue they care about
 - Use targeted Facebook advertising to reach people based on the issue that resonates with them
 - Take each user on a journey to increase their engagement and understanding of the broader frame of the broken system and options for everyone.
 - We'll look for key moments to launch each petition – when the issues are in the zeitgeist eg. The release of the Anglicare Rental Affordability Index
 - By the end of the 3rd month – launched a petition around each campaign ask.



We can't do it without you

- Get involved in the soft-launch and launch, by emailing your supporters asking them to join the campaign. There are EDMs included in the Partner Pack that you can use in full, or tailor to suit your organisation's voice.
- Use the sharegraphics in the partner pack to promote the campaign on your Facebook page.
- Share content from the Everybody's Home Facebook page
- Join the lobbying efforts – use our lobbying pack, and set up a meeting with your local MP.

Thank you

The Essential team