



## End Child Poverty Communications Kit

Together, we can build a future where every child has the opportunity to thrive.

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**EVERY CHILD DESERVES A FAIR START.**  
It's time to legislate an end to child poverty.

**[www.endchildpoverty.com.au](http://www.endchildpoverty.com.au)**

# ABOUT END CHILD POVERTY

The End Child Poverty campaign is calling on all Governments, state and federal, to legislate an end to child poverty.

The existence of child poverty in Australia is undeniable with one in six children living below the poverty line. In real numbers, that's 761,000 Australian children living in poverty.



The negative impact of poverty on a child's development and life outcomes is significant, well documented and can last a lifetime.

## What is poverty for children and how is it different to adult poverty?

Kids growing up in poverty too often go to bed or school hungry, they can feel left out if they can't join a local sport team or go on school camps, they may be living in an overcrowded home where there's no quiet place to do homework and they worry about their parents.

Multiple studies have found that child poverty isn't just about not having enough to eat and a secure home. A lack of money limits children and young people's lives and learning and seeps into other aspects of their life.

Children at the forefront of the housing crisis are often frequently moving due to high rents, which disrupts school and friendships. You cannot end child poverty without addressing 'non-material' poverty for children. And you can't end all poverty, without addressing child poverty.

Find out more [www.endchildpoverty.com.au](http://www.endchildpoverty.com.au)

# WHAT WE CAN DO?

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Addressing poverty requires an entire systemic change of the needs of the whole child, not just one or two elements such as food insecurity or homelessness. We must first begin to measure and understand the root causes of child and the system solutions to ending it.

**Giving children  
a voice is  
essential**

We must ask children how they experience poverty both material and non-material, which will inform governments and community on how best to respond, ensuring children are seen in their own right, separate from adult poverty. All forms of poverty deny children their human rights. They are completely reliant on adults to ensure those rights are upheld.

**Why  
legislation?**

Ending child poverty requires systemic policy drivers to be permanently set in law, so we can change the generational cycle of all poverty forever.

# The Facts

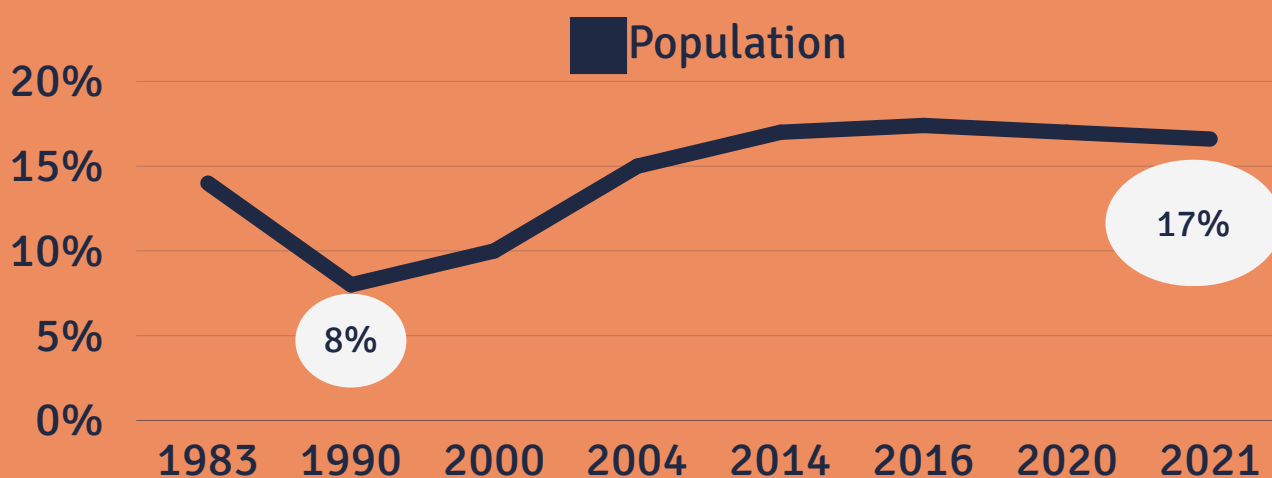
**A child who lives in poverty is 3.3 times as likely to live in poverty as an adult.**

Does poverty in childhood beget poverty in adulthood in Australia? by Dr Esperanza Vera-Toscano & Professor Roger Wilkins, Melbourne Institute: Applied Economic & Social Research, 2020.

**The existence of child poverty in Australia is undeniable with one in six children living below the poverty line. In real numbers, that's 761,000 Australian children living in poverty**

Davidson, P; Bradbury, B; and Wong, M (2023) Poverty in Australia 2023: Who is affected? Australian Council of Social Service (ACOSS) and UNSW Sydney.

## **Percentage of Australian children living in poverty since 1983**



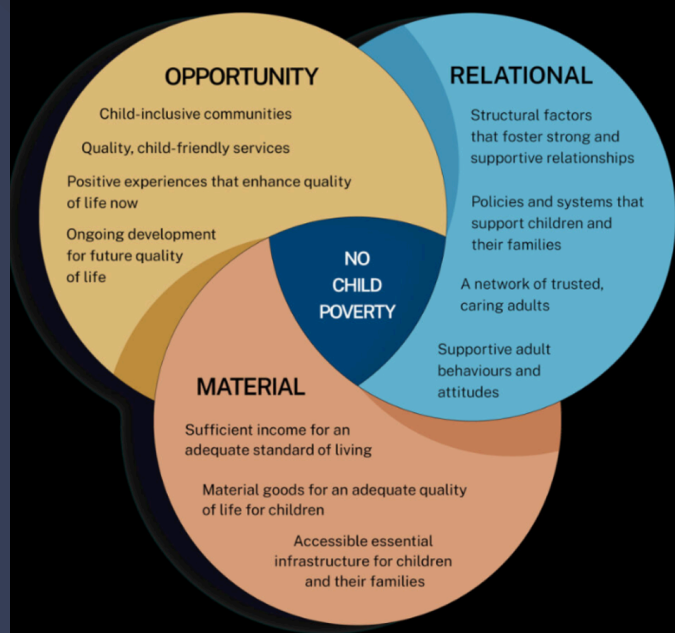
[A future for all children: Addressing child poverty in Australia - ACOSS](#)

[Poverty in Australia 2020](#)



**Our purpose is  
to help  
Australians  
understand  
child poverty  
and to take  
collective action  
to end it.**

The MOR for Children framework identifies what is needed to end child poverty



Developed by the Children's Policy Centre  
© Sharon Bessell

## **Australia's children know when they are living in poverty.**

An **eight-year-old boy** is often hungry, but knows if he tells his mum, she will eat less herself and go hungry. He hates the thought, so he stays quiet.



An **11-year-old girl** knows once rent is paid, there is almost nothing left over, so she tries not to ask for too much. She never takes school excursion notes home in case the cost is too much.

A **10-year-old boy's** dad has been angry since he was injured at work; he can no longer support his family and awaits compensation. It makes this boy feel sad, but he understands and tries not to add to his dad's stress.



Real stories heard by [Professor Sharon Bessell](#) in her research into childhood poverty.

# CAMPAIGN TOOL KIT

## Social Media Tiles



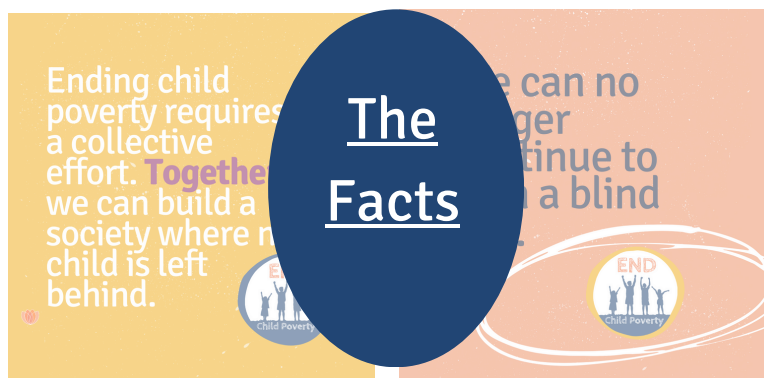
## A3 Posters



## How to guide



## The Facts



**END CHILD POVERTY CHECK LIST**

**READ THE PLEDGE LETTER**

**COPY AND PASTE THIS EMAIL TO YOUR NETWORK**

**AMPLIFY THE MESSAGE VIDEO YOUR SUPPORT**

## HASHTAGS

#LegislatetoEndChildPoverty #ValuingChildrenInitiative #Nochildinpoverty

## TAG

@valuingchildreninitiative

**Find out more** [www.endchildpoverty.com.au](http://www.endchildpoverty.com.au)

# SOCIAL MEDIA COPY

🔊 One in six children in Australia live below the poverty line, facing unimaginable challenges every day. The impact of poverty on a child's health, education, and future prospects can last a lifetime. It's time for action! Join us in calling on all Governments at all levels to legislate an end to child poverty in Australia. Together, we have the power to make a difference and ensure every child thrives, no matter their circumstance. #LegislatetoEndChildPoverty #ValuingChildrenInitiative #Nochildinpoverty @valuingchildreninitiative

Did you know that 761,000 Australian children are living in poverty? These are not just numbers; they represent real children facing hunger, homelessness, and a lack of necessities to live. Many families in Australia work hard to provide for their children, but systemic barriers and economic challenges can leave them struggling to make ends meet. Let's demand accountability from our leaders and work towards a future where no child lives in poverty. #LegislatetoEndChildPoverty #ValuingChildrenInitiative #Nochildinpoverty @valuingchildreninitiative

🔊 Every child deserves a safe and nurturing environment to grow and thrive. Yet, the reality is that many children go without because of poverty. It's time for urgent action! Join us in calling on Governments state and federal to put the wellbeing of children first and legislate an end to child poverty once and for all. Together, we can build a brighter future for all our children. #LegislatetoEndChildPoverty #ValuingChildrenInitiative #Nochildinpoverty @valuingchildreninitiative

Find out more [www.endchildpoverty.com.au](http://www.endchildpoverty.com.au)

# CHILDREN ARE THE HEART OF OUR NATION, AND THEY DESERVE BETTER.



Every child deserves the chance to reach their full potential, regardless of their circumstances.

Poverty should not dictate a child's future. We must ensure that every child has access to the resources and opportunities needed to thrive.

Despite parents doing their very best, some families still live in poverty.

It's time to come together as a community to create lasting solutions that lift children out of poverty and provide them with the support they need to succeed.

## End Child Poverty Campaign Checklist:

### SIGN THE PETITION

- Add your name to support the campaign.
- Share the petition link with your network.
- Copy the **Take Action: Be part of Ending Child Poverty in Australia** email and send it to your network

### ORGANISATIONAL PLEDGE

- Make a pledge as an organisation.
- Email your logo to [info@valuingchildreninitiative.com.au](mailto:info@valuingchildreninitiative.com.au)
- Share that your organisation has made a pledge with your network.
- Contribute to the campaign through events, research, host webinars or make a donation
  
- Are you a CEO - please film 15-30sec video on your support for the End Child Poverty campaign & [info@valuingchildreninitiative.com.au](mailto:info@valuingchildreninitiative.com.au)

### SPREAD AWARENESS

- Download the End Child Poverty social media tiles
- Print and display the End Child Poverty Poster.
- Share information about the campaign on social media
- Talk to friends, family, and colleagues about the campaign.
- Subscribe to our newsletters
- USE HASTAGS [#LegislatetoEndChildPoverty](#) [#ValuingChildrenInitiative](#), and [#Nochildinpoverty](#)
- Tag [@valuingchildreninitiative](#)

Find out more [www.endchildpoverty.com.au](http://www.endchildpoverty.com.au)



**OUR WORK IS JUST  
BEGINNING.  
WE NEED YOUR SUPPORT.**



Please spread the word!  
**Poverty should not dictate a child's future.** Let's make a difference. Sign the petition today and organisations please make a pledge join the movement to end child poverty in Australia.

**Visit the End Child Poverty website to access materials to raise awareness**

**PLEDGE YOUR SUPPORT**

**SIGN THE PETITION**



Join other supporters who have already pledged to the campaign

**For more information**



**[www.endchildpoverty.com.au](http://www.endchildpoverty.com.au)**



**[info@valuingchildreninitiative.com.au](mailto:info@valuingchildreninitiative.com.au)**

At the Valuing Children Initiative, we acknowledge Aboriginal and Torres Strait Islander people as the Traditional Custodians of this Country and its waters, particularly the Whadjuk Noongar people who's boodja (Country) we were founded on. We wish to pay respect to the Elders past, present and emerging, particularly our children and young people and future decision makers.

The Valuing Children Initiative wishes to acknowledge the rights of all children and we wholeheartedly endorse the United Nations Conventions of the Rights of the Child. We want to say to all children: that you matter and you are valued