



End Child Poverty Communications Kit

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

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

www.endchildpoverty.com.au

ABOUT END CHILD POVERTY

The Valuing Children initiative has launched a campaign calling on all Governments, state and federal, to legislate an end to child poverty.

The campaign is called End Child Poverty www.endchildpoverty.com.au

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

WHAT WE CAN DO

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.

Find out more www.endchildpoverty.com.au

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.

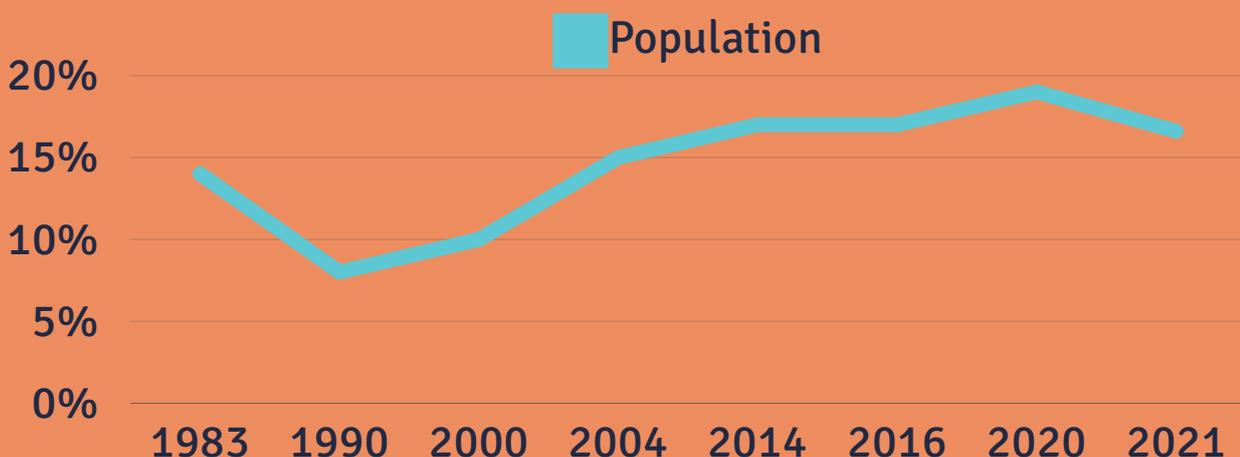


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Davidson, P; Bradbury, B; and Wong, M (2023) Poverty in Australia 2023: Who is affected? Australian Council of Social Service (ACOSS) and UNSW Sydney.



Percentage of Australian children living in poverty since 1983

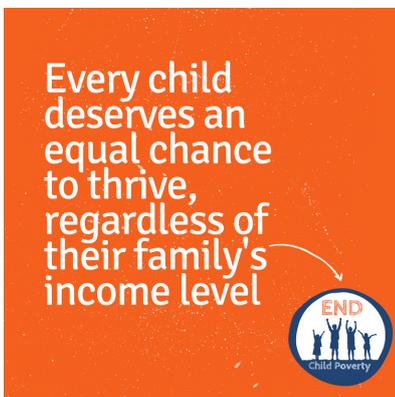


Find out more www.endchildpoverty.com.au

SOCIAL MEDIA TILES

DOWNLOAD

Get ready to amplify your support for the End Child Poverty campaign!
Download our resources to showcase your commitment and spread awareness.



HASHTAGS

#LegislatetoEndChildPoverty

#ValuingChildrenInitiative

#Nochildinpoverty

@valuingchildreninitiative

Find out more 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

🔊 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

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

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

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.

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.

Find out more www.endchildpoverty.com.au



OUR WORK IS JUST BEGINNING.
WE NEED YOUR SUPPORT.



Please Spread the word

Our purpose is to help Australians understand child poverty and to take collective action to end it. We need your support to make this happen.

Download the Promotional Kit

In the promotional kit, we have posters, social media tiles, hashtags, copy, and a pledge letter to spread the word. Please also share our website and encourage sign-ups for the newsletter, as well as urging everyone to sign the petition and organisations to make a pledge.

[PLEDGE YOUR SUPPORT](#)

[SIGN THE PETITION](#)



[Join other supporters who have already pledged to the campaign](#)

POVERTY SHOULD NOT DICTATE A CHILD'S FUTURE

 [Subscribe](#)

For more information

WWW.ENDCHILDPOVERTY.COM.AU

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