



ON THE
15TH OF
APRIL
2024

HOW TO GUIDE:
**For the official
launch of the End
Child Poverty
Campaign**

Our aim is for everyone to share the content on April 15th, coming together to support the cause of Ending Child Poverty in Australia.



www.endchildpoverty.com.au

1 On the 15th April
Share this tile
with your
network.



Download a range of End Child Poverty tiles for all your social media platforms.



www.endchildpoverty.com.au



2 On the 15th April Use this copy & hashtags with your tiles



Our children can no longer wait!

In Australia, 761,000 children live below the poverty line. Kids growing up in poverty 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. Research shows 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.

The Valuing Children initiative is taking action calling on all Governments, state and federal, to legislate an end to child poverty.

This is an opportunity to impact children's lives positively and you can contribute to an Australia where every child is provided with the support needed to thrive and shape a better tomorrow.

You cannot end child poverty without addressing 'non-material' poverty for children. And you can't end all poverty, without addressing child poverty.

If you agree, JOIN US TODAY by signing the petition.

www.endchildpoverty.com.au #LegislatetoEndChildPoverty

#ValuingChildrenInitiative #Nochildinpoverty @valuingchildreninitiative

Use these hashtags

#LegislatetoEndChildPoverty
#ValuingChildrenInitiative
#Nochildinpoverty
@valuingchildreninitiative

Tag the Valuing Children Initiative on your social media channels

[Instagram](#) [Facebook](#) [LinkedIn](#)
[YouTube](#) [Threads](#) [TikTok](#)



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3 On the 15th April

Send the pledge letter to your network.



PLEDGE YOUR SUPPORT TO END CHILD POVERTY
 Join the call to legislate **End Child Poverty in Australia.**

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. Poverty effects a child's health, mental health and wellbeing.

A child who lives in poverty is 3.3 times as likely to live in poverty as an adult.
We must do better.

We invite you to join us as we begin the journey of Ending Child Poverty in Australia

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 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.

The opportunity: It's time to put children at the centre of ending poverty.

We are calling on the Federal Government to:

- Legislate an end to child poverty
- Include children as a priority in the Measuring What Matters national wellbeing framework

By pledging your support for the campaign, you pledge to:

- Raise awareness to End Child Poverty within your organisation;
- Share surveys, social media tiles, petitions and our website;
- Talk to other organisations and individuals to join this community campaign.

Your organisation will get:

- Proudly display your logo or name on our website
- Resources to share.

Together, we can build a future where every child can thrive.

JOIN OTHER SUPPORTERS WHO HAVE ALREADY PLEDGED TO THE CAMPAIGN

Proudly supported by:

- Dr Sue Packer AO, ACT Senior Australian of the Year
- Colin Pettit, Former WA Commissioner for Children and Young People

 Valuing Children
 anti-poverty week
 UNITING COMMUNITIES
 CENTRECARE
 University of South Australia
 FamiliesAustralia
 Australian Centre for Child Protection
 Early Childhood Australia
 WaCOSS
 Australian Childhood Foundation
 Australian National University

Find out more www.endchildpoverty.com.au

References:
 1 Davidson, P, Bradbury, B; and Wong, M (2023) Poverty in Australia 2023: Who is affected? Australian Council of Social Service (ACOSS) and UNSW Sydney.
 2 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.



4 On the 15th April



Check list:

Link your content to the End Child Poverty website.



www.endchildpoverty.com.au

Sign/ Share the petition

[**SIGN THE PETITION**](#)

Share the pledge

[**PLEDGE YOUR ORGANISATION**](#)



Sign up the Valuing Children Initiative newsletter to receive updates

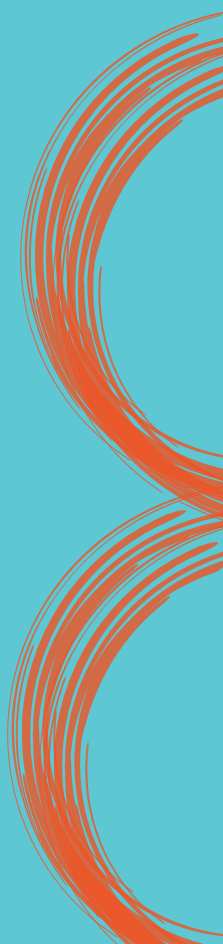


www.endchildpoverty.com.au

5 On the 15th April
Print the **END
CHILD POVERTY**
poster and place it
around your work
place



www.endchildpoverty.com.au



6 Our work is just beginning. WE NEED YOUR SUPPORT



POVERTY SHOULD NOT DICTATE A CHILD'S FUTURE.
You are now part of a movement to level the playing field and ensure that all children have access to quality education, healthcare, and necessities.

You can download our collateral to help with promoting your activity and to show your support.

[Download the End Child Poverty Promotional Kit](#)

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