

# CHANGE AREGENDA 2022



# THE PRESENTATION:

- Who is Are Media ?
- The Change AREgenda
  - Unhoused
- Sector collaboration and consultation
  - Government liaison
- Results, learnings, key take-aways and the roadmap ahead
  - How Are Media is going to help



is Australia's leading  
content company for women.

We *inform, inspire* and *influence*  
*9 in 10 women* each year.





# NOT ONLY DO WE REACH THEM



We  
*understand*  
them



We  
*move*  
them

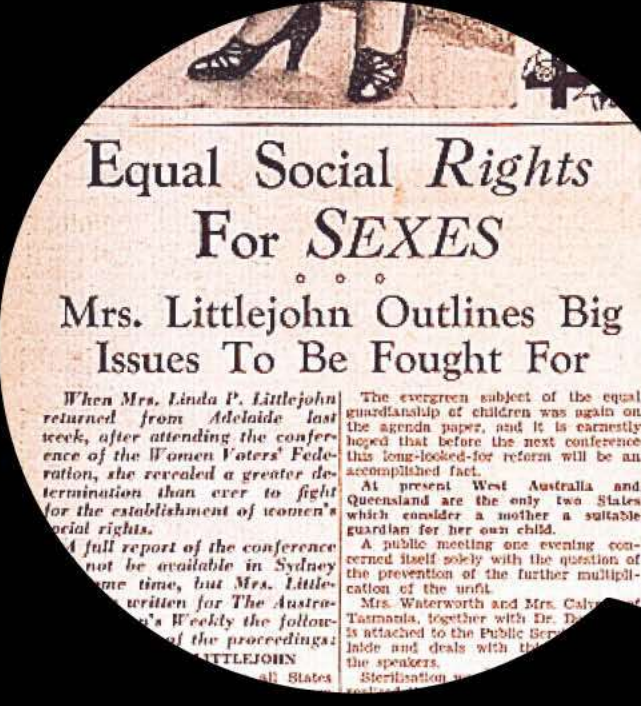


We  
*inspire*  
them



We  
*champion*  
their causes

= TRUST



## Equal Social Rights For SEXES

### Mrs. Littlejohn Outlines Big Issues To Be Fought For

When Mrs. Linda P. Littlejohn returned from Adelaide last week, after attending the conference of the Women Voters' Federation, she revealed a greater determination than ever to fight for the establishment of women's social rights.

A full report of the conference will not be available in Sydney for some time, but Mrs. Littlejohn has written for *The Australian Women's Weekly* the following summary of the proceedings:

LITTLEJOHN

(all States)

The evergreen subject of the equal guardianship of children was again on the agenda paper, and it is earnestly hoped that before the next conference this long-looked-for reform will be an accomplished fact.

At present West Australia and Queensland are the only two States which consider a mother a suitable guardian for her own child.

A public meeting one evening concerned itself solely with the question of the prevention of the further multiplication of the unfit.

Mrs. Waterworth and Mrs. Calver, Tasmania, together with Dr. D. B. D. is attached to the Public Bureau in Adelaide and deals with the speakers.

Sterilisation was mentioned by the speakers.



### What Smart Sydney Women Are Wearing

• Camera pictures reveal charm of the wearers, and chic and distinction of attire in intimate garden settings



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These charming pictures, so delightfully presenting the correctness and chic of four interesting members of Sydney society, were taken by The Australian Women's Weekly photographic department.

On the left of the page is Mrs. Philip Wilson, who before her marriage was Shirley Best, and with her guests made a charming party in the East. After a day in Paris, when her husband was at St. Louis, Mo., and Mrs. Wilson returned to their station home, Mrs. Wilson is now wearing a fur collar coat with a ruffian for her collar.

Andrey (center) is the happy possessor of red gold hair and with a fur for a smart effect wears black or white, depending on her mood complexion and hair for relief. Andrey is the youngest daughter of Mrs. W. M. Connolly of Greek Street, and a niece of the George and Lucy Fuller.

Mrs. David Cohen, on the right, has swapped her beautiful coat and chic, she is the daughter of Mrs. P. Cohen, of Grosvenor Street. Her husband is now in the Coast of St. James.

Pauline McInnes, in the lower picture, wants to check red with dark and chic, she is the daughter of Mrs. P. Cohen, of Grosvenor Street. Her husband is now in the Coast of St. James.

### Unique New Jumpers—and A Surprise!

Each issue of *The Australian Women's Weekly* will contain fashion directions for two unusual jumpers.

We have arranged a special exclusive series from Vienna of longer dresses. You will be surprised by brilliant and original creations.

Turn to Page 12 and find a lovely series of Josephine McInnes, wearing a striking jumper and coat. On the same page appear the first of our Vienna models.

Full directions for knitting are given in both cases.

A SURPRISE! After looking at these exclusive dresses, turn to our Vienna Fashion section on Page 12, where you will find all our new series. The first fashion show on Page 12, where you will find all our new series. The first fashion show on Page 12, where you will find all our new series.

For well over *half a century*,  
our brands have been advocates for women's issues  
and have played a significant role in promoting  
*social and cultural change.*

We call it our  
**CHANGE AREGENDA**





I LOVE HAVING  
MY PERIOD  
AND PAYING TAX ON IT  
SAID NO WOMAN EVER

Ever since the introduction of GST, women have been paying tax on tampons.  
By contrast, lubricants and Viagra have always been GST exempt.  
Now Australia's leading women's magazines have united behind the  
push to end what is essentially a tax on being a woman.

Sign the petition if you agree at [bloodyannoying.com](http://bloodyannoying.com)

**I AGREE**

NO Gender Selective Tax  
#bloodyannoying

 **Woman's Day** **Women's Weekly**  **OK!** **Take5** **EMPIRE** **now**  
TO LOVE

Our 'No GST On  
Gender' campaign  
helped **remove**  
**the tax on tampons**

**NOW IS THE TIME TO GET FINANCIALLY FIT**

We believe financial literacy will help shape a more equal future for Australian women.

Head to [financiallyfitfemales.com.au](http://financiallyfitfemales.com.au) for great stories as well as handy resources for savings, investments, superannuation and more. Every step you take now can help change your future.

It's never too early or too late to get financially fit.

**FINANCIALLY FIT FEMALES**  MEDIA GROUP  
Creating a nation of wealthy, woke and wise Australian women.

Women's Weekly Woman's Day OK! Take5 NW TV EMPIRE now TO LOVE

54% of women felt more **educated** about finances after the campaign



**Who can you really trust with your finances if you lose your decision making ability?**

Financial abuse of the elderly is fast becoming one of Australia's most serious social issues. Almost 60 per cent of Australians are worried that someone they know will be the victim of this insidious abuse.\*

We are committed to stopping the financial abuse of Australians, which can be at the hands of a family member, and we ask you to join our fight.

An Australian Power of Attorney (P.O.A) register, a place to report this harm in every state and nationally consistent laws are all needed to stop this kind of abuse.

**CAN YOU TRUST YOUR FAMILY?**

**WHAT CAN YOU DO?**

- Ensure your older family members have a trusted P.O.A to protect their assets in the future. Speak to a solicitor or find out more at [financiallyfitfemales.com.au](http://financiallyfitfemales.com.au)
- Share your story. If you know a person who has experienced financial abuse, contact us at [mystory@bauer-media.com.au](mailto:mystory@bauer-media.com.au) (all stories will be treated with the strictest confidence)
- Sign our petition to change the laws at [ausbanking.org.au/elderabuse](http://ausbanking.org.au/elderabuse)

\*Source: YouGov, June 2018

 Australian Banking Association
  economic S4W
  Women's Weekly

**FINANCIALLY FIT FEMALES**  
Creating a nation of wealthy, woke and wise Australian women

Our campaign led to **baseline minimum standards** of power of attorneys and a **mandatory national register**

**Join the dots**

Persistent humiliating, demeaning and intimidating behaviour in a relationship isn't something to ignore.

Coercive Control is a sustained pattern of dominating behaviour which can include emotional abuse, isolation, sexual coercion, financial abuse and cyber stalking. It is a complicated situation that can evolve over many years, leaving victims feeling trapped and worthless. While it plays out in all types of domestic relationships, it is women who are overwhelmingly affected – with tragic outcomes. It is up to all of us to recognise the signs and join the dots. Criminalising Coercive Control will save lives. If you or someone you know is affected by abuse, call 1800 RESPECT on 1800 737 732.

**CRIMINALISE COERCIVE CONTROL**

realiving INSIDE HOUSE home beautiful Better HOMES COUNTRYSTYLE homes

For more information, visit [coercivecontrol.com.au](http://coercivecontrol.com.au)

PROBLY SUPPORTED BY Household Capital

QLD, NSW, WA and  
SA move towards  
criminalising  
coercive control

I LOVE HAVING MY PERIOD AND PAYING TAX ON IT

SAID NO WOMAN EVER

Ever since the introduction of GST, women have been paying tax on tampons. By contrast, lubricants and Viagra have always been GST exempt. Now Australia's leading women's magazine has been united behind the push to end what is essentially a tax on being a woman.

Sign the petition if you agree at [bloodyannoying.com](http://bloodyannoying.com)

**I AGREE**

NO ☐ender ☐elective ☐tax  
#bloodyannoying

WomansDay Women's Weekly OK! FIVE EMPIRE NOW TO LOVE

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Womans Weekly Womans Day OK! FIVE NOW TO LOVE

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**WHAT CAN YOU DO?**

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- Share your story. If you know a person who has experienced financial abuse, contact us at [mystery@bauer-media.com.au](mailto:mystery@bauer-media.com.au) (all stories will be treated with the strictest confidence)
- Sign our petition to change the laws at [australian.org.au/elderabuse](http://australian.org.au/elderabuse)

Financial Abuse, June 2019

Financial Abuse Prevention S4W Women's Weekly FINANCIALLY FIT FEMALES  
Creating a nation of wealthy, woken and wise Australian women

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**COERCIVE CONTROL**

He says she's better off without her friends  
He says she's better off without her family  
He says she's better off without her family  
He says she's better off without her family  
He says she's better off without her family  
He says she's better off without her family  
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For more information, visit [www.coercivecontrol.com.au](http://www.coercivecontrol.com.au)

ROBBING INSIDERS THOSE COUNTERTITLE HOMES

FOR MORE INFORMATION, VISIT [www.coercivecontrol.com.au](http://www.coercivecontrol.com.au)

HOUSEHOLD CAPITAL

Legislative change x 3

Sustained initiatives to improve female financial literacy.

In the lead up to this year's Federal election  
and as we near the Victorian and New South Wales  
elections, we have been using our  
powerful network to help  
*reduce female homelessness.*



# HOW DID WE GET THERE?

Firstly, we spoke to our audiences

# 52%

of women said that

*female homelessness is the most  
important women's issue*



# THEN WE ENGAGED THE EXPERTS

8 sector organisations engaged





EQUITY ECONOMICS

# NOWHERE TO GO

THE BENEFITS OF  
PROVIDING LONG-TERM  
SOCIAL HOUSING  
TO WOMEN THAT HAVE  
EXPERIENCED DOMESTIC  
AND FAMILY VIOLENCE



JULY 2021



THIS HELPED US TO  
NARROW DOWN THE 'ASK'

**\$7.6 billion**

aka **16,810** new housing dwellings  
to keep women **safe**



# THE WOMEN'S VOTE

Of 756 survey respondents:

**73%**

of women admit  
their vote would be  
influenced by a party  
providing housing  
for women in  
unsafe situations

**85%**

believe that the  
Government is  
not doing enough to  
provide emergency and  
long term community  
housing for women

**1/3**

of women  
believe that  
it's possible  
they could  
become  
homeless



# WE TALKED TO THE GOVERNMENT



The Hon Scott Morrison MP  
Prime Minister of Australia  
scott.morrison.mp@aph.gov.au

Dear Prime Minister,

## Are Media election campaign to increase federal funding for long-term women's housing

As you may be aware, Are Media is the home of Australia's leading media brands for women, reaching six in ten Australian women every month through our brands, including *The Australian Women's Weekly*, *Marie Claire*, *Better Homes & Gardens*, *Real Living*, *Woman's Day*, *New Idea*, *Who*, *Australian Gourmet Traveller* and *Australian House & Garden*.

Are Media holds a rich history of being a forceful advocate for women's issues and has played a significant role in promoting political, social and cultural change. In recent years Are Media brands have successfully campaigned against the tampon tax and elder financial abuse, and most recently to criminalise coercive control.

As a business we are committed to advancing the future of women. We produce 110,000 pieces of original and influential content every year. From today to 21 May 2022 we will be dedicating a significant proportion of our content to the issue of women's homelessness. We will be aiming to raise awareness of the dangers a lack of safe, long-term housing presents for the more than 49,000 women who find themselves homeless on any given night around Australia.

This campaign will take the form of powerful stories, printed and digital advertisements, social media tactics and video content to not only drive awareness but to encourage women to take action, particularly at the ballot box. Are Media will also be undertaking a significant marketing campaign across television and other external media channels to raise awareness of this issue.

Are Media has a demonstrated ability to engage an army of women to push for change, and we have discovered through our research that women's safety and homelessness is of the utmost importance to our audience.

Our audience understands, as well as anyone, that there is a crisis, and during our campaign we will be strongly encouraging our readers to vote for the party that best commits to doing something about it.

We will be specifically calling on both the Coalition and the Opposition to commit, within the next term of government, to an investment of \$7.6 billion to provide 16,810 new long-term homes for women.

This is the number of new women's social dwellings needed to meet the current shortfall, as identified by the Equity Economics *Nowhere to Go 2021* report.

Our campaign will focus heavily on case studies across all parts of Australia but particularly in those regions where drawing attention to the problem might encourage political decision-makers to take action.

In short, we intend our stories to focus on marginal seats.

That said, we are not promoting any particular side of politics and we are not aligned with any political party, but it is our firmly held position that the party which wins the women's vote stands the best chance of winning the election.

Working as the voice for some of Australia's biggest and most influential women's safety and homelessness sector groups, who for years have been calling for increased social housing, we are confident we will be able to have an impact on that vote.

Please find attached for your information campaign creative for the first phase of Unhoused Campaign. Also attached are the results of a recent survey of more than 750 our readers which, among other things, found that 72% of respondents said their vote would be influenced by a party's commitment to providing housing for women who are in unsafe situations.

We would welcome the opportunity to meet with you to discuss this issue and to further highlight our upcoming media activities.

For more information or to arrange a meeting please contact [tilly.colman@aremedia.com.au](mailto:tilly.colman@aremedia.com.au)

We look forward to your response.

Yours sincerely,

Jane Huxley  
CEO,  
Are Media

Nicole Byers  
Group Publisher,  
Lifestyle and Food

Fiona Connolly  
Publisher,  
Weekly Times

Nicky Briger  
Editor,  
Marie Claire

Dora Papas  
Editor,  
Better Homes and Gardens

GOURMET E L L E belle HOUSE marie claire HOME INSIDE real living homes COUNTRYSTYLE  
Women's Weekly THE AUSTRALIAN WOMEN'S WEEKLY Woman's Day New Idea Who NOW TV Take5 that's life!



# THE AUDIENCE INSIGHT

So how did we go about *engaging* our audiences?

*A sense of shame*  
among women means that the issue can  
very often be invisible as women  
*avoid seeking help.*

We needed to **change the community understanding**  
**of 'homelessness'** and make it clear that  
**the line between being safe and unsafe is thin**  
– that at any time, **themselves, a friend or family member**  
could be in a situation where they are  
**unsafe and need a place to live.**





CAMPAIGNING FOR SAFE HOMES  
FOR AUSTRALIAN WOMEN

A PROUD INITIATIVE OF *are* media

GOURMET TRAVELLER ELLE belle HOUSE & GARDEN marie claire realiving home beautiful INSIDE OUT homes TO LOVE COUNTRYSTYLE  
Women's Weekly Better Homes and Gardens Woman's Day New Idea Who now TO LOVE Women's Weekly FOOD diabetic LIVING New Idea food TV WEEK Take5 that's life!



# LAUNCH DAY



# ACHIEVED IN 4 MONTHS:

**32,308** signatures

**\$867,000** in PR coverage

**25** editorial stories

**55** ad executions


Held meetings with senior politicians

# LEARNING #1

Tailor ads and content to your audience

**THIS IS WHERE AMANDA LIVES LIVED**

Over 49,000 Australian women experience homelessness on any given day. And it's getting worse.




Most of them are invisible because they are couch surfing, sleeping in cars or tents, or staying with friends and family. Worse still, many women and children return to family violence because they have nowhere else to go.

We need \$7.6 billion in government funding to address this crisis. Join us in demanding a safer future for women.

Sign the petition at [unhousedwomen.com.au](https://unhousedwomen.com.au)

**UNHOUSED**  
CAMPAIGNING FOR SAFE HOMES FOR AUSTRALIAN WOMEN



Homelessness Australia

belle GOURMET E L L E HOUSE marie claire

belle

**THIS IS WHERE ANITA LIVES LIVED**

Over 49,000 Australian women experience homelessness on any given day.\* And it's getting worse.



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CAMPAIGNING FOR SAFE HOMES FOR AUSTRALIAN WOMEN




Homelessness Australia

COUNTRYSTYLE home realiving INSIDE homes

AUSTRALIAN  
HOUSE  
& GARDEN

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**UNHOUSED**  
CAMPAIGNING FOR SAFE HOMES FOR AUSTRALIAN WOMEN



Homelessness Australia

realiving home INSIDE homes COUNTRYSTYLE

realiving

# LEARNING #2

Emotional connection drives action



# LEARNING #3

Use multiple voices



Editorial article from The Australian Women's Weekly



Editorial article from The Australian Women's Weekly



# WHERE TO FROM HERE?

Victorian Election – November 2022

New South Wales Election – March 2023

*Next phase begins September 2022*

Think you can help?

Email: [unhoused@aremedia.com.au](mailto:unhoused@aremedia.com.au)



# CHANGE AREGENDA FUND

Share in \$1Million of magazine media ad space  
to promote your organisation's message,  
alongside our Unhoused Change AREgenda campaign.

# KEY TAKEAWAYS

Be *authentic*

Have a *clear ask*

Use *multiple voices*

Better *together*





# Andrew Cook

*Director of Sales,  
Are Media*

Send me a message on LinkedIn!

Or email: [unhoused@aremedia.com.au](mailto:unhoused@aremedia.com.au)