



Building Women's Economic Security

A Pink Hi-Vis Recovery

JOIN THE CAMPAIGN!

For **Anti-Poverty Week 2021 (17 October to 23 October)**, NCOSS and its partners will be highlighting the precarious housing situation for many women in NSW and urging the NSW Government to boost investment in social housing construction and domestic violence and specialist homelessness services.

This is what we are calling 'A Pink Hi-Vis Recovery', which will support women in need, help local communities build back after COVID, and grow the broader NSW economy.

Alongside Domestic Violence NSW, Homelessness NSW and Community Housing Industry Association NSW, NCOSS has also commissioned a report from Equity Economics. It is titled 'Rebuilding for Women's Economic Security – Investing in Social Housing in NSW and will be launched on 18 October.

KEY MESSAGES TO SHARE WITH YOUR NETWORKS

The below messaging is designed to be used by supporters of the campaign. This messaging complements the key findings from the 'Rebuilding for Women's Economic Security' report. It can be used across social media, in media interviews and in other external communications. We would also encourage supporters to tailor messaging to resonate with local audiences.

Primary Messages

- It's time to invest in women's economic security by building more social and affordable housing.
- This recognises that women over 55 are the fastest growing cohort of people experiencing housing stress and homelessness and that domestic and family violence is a key driver of homelessness.
- It also recognises that women have been more affected than men by job losses during the COVID-19 pandemic.
- That's why this Anti-Poverty Week we are calling for a Pink Hi-Vis Recovery - so don a neon pink hi-vis vest to show your support for investing in women's economic security.

Secondary Messages

- A Pink Hi-Vis Recovery supports women in need, helps local communities build back after COVID, and grows the broader NSW economy.
- By building more social and affordable housing, we can support women fleeing violence and give them the security they deserve, all while supporting our construction sector.
- An additional 5,000 social housing units, will stimulate the NSW economy, delivering \$4.5 billion in economic output and almost 14,000 jobs, as well as housing those most in need.
- We also need enhanced, long-term funding for domestic violence and specialist homelessness services to address unmet need and growing demand.
- Together, we are urging the NSW Government to invest in women's economic security as we build back from COVID.