

2021 Emerging Issues Forum



Louise Giolitto

Chief Executive Officer

WACOSS

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WACOSS

Language, Attitudes ... and Impact



- Talking 'poverty' isn't getting us very far ...
- We need to make it real and personal – *and connected.*
- Community attitudes shifted under COVID-19
... but only so far.
- How do we build from here... *and convert to action?*

Women & Inequality ...



- Violence against Women in Politics ...
- The Women's Budget?
- Gender Pay Gap & the Value of Caring
- The politics of Early Education & Care
- *Momentum for change ...*

The COVID-19 story ...



- “We are all in this together” ... *well, mostly*
- *Job Keepers & Seekers* ... and the newly jobless
- Stimulating a Two-speed Economy ...
- Back to business as usual ...?

Wellbeing Budgets ...

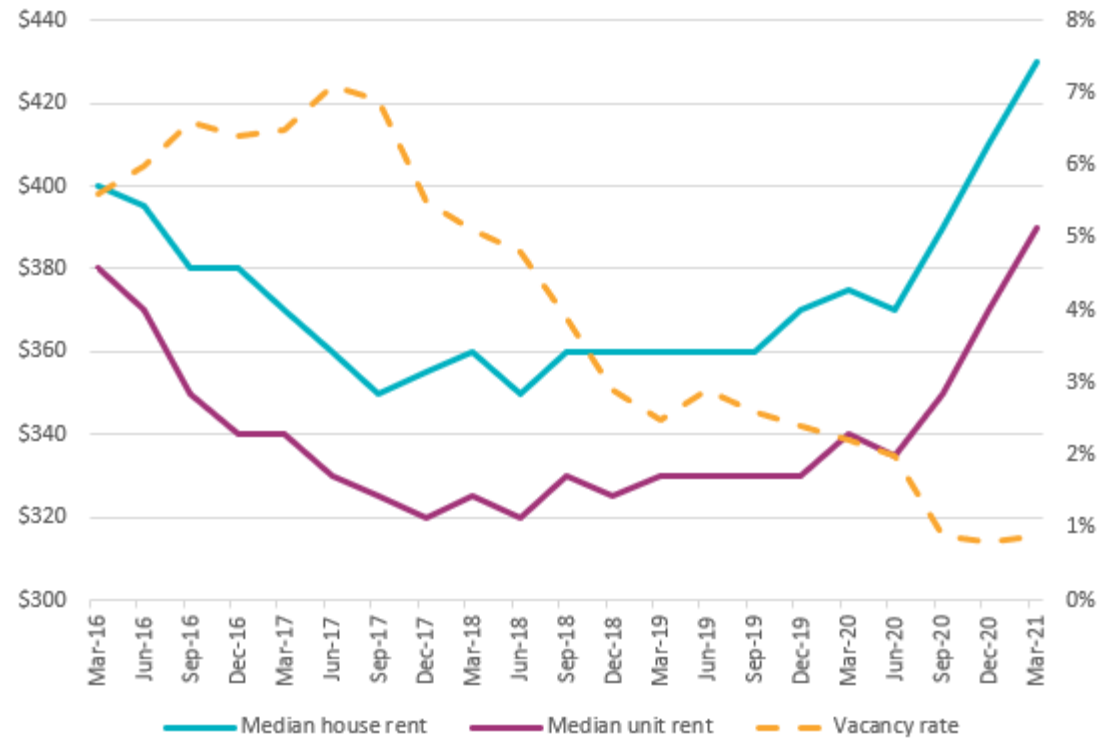


- *We ALL* – [Global Wellbeing Economy Alliance](#)
 - [We Go](#) – NZ, Iceland, Scotland, Wales ... & Canada
 - Meanwhile in Oz – *ACT, Vic, Tas ... (& WA?)*
 - Child Wellbeing campaigns
Every Child, Thrive by Five, ARACY, VCI, WADI ...
- * [Framing The Core Story](#) * [Systems Leadership](#)

WAs Emerging Rental Crisis

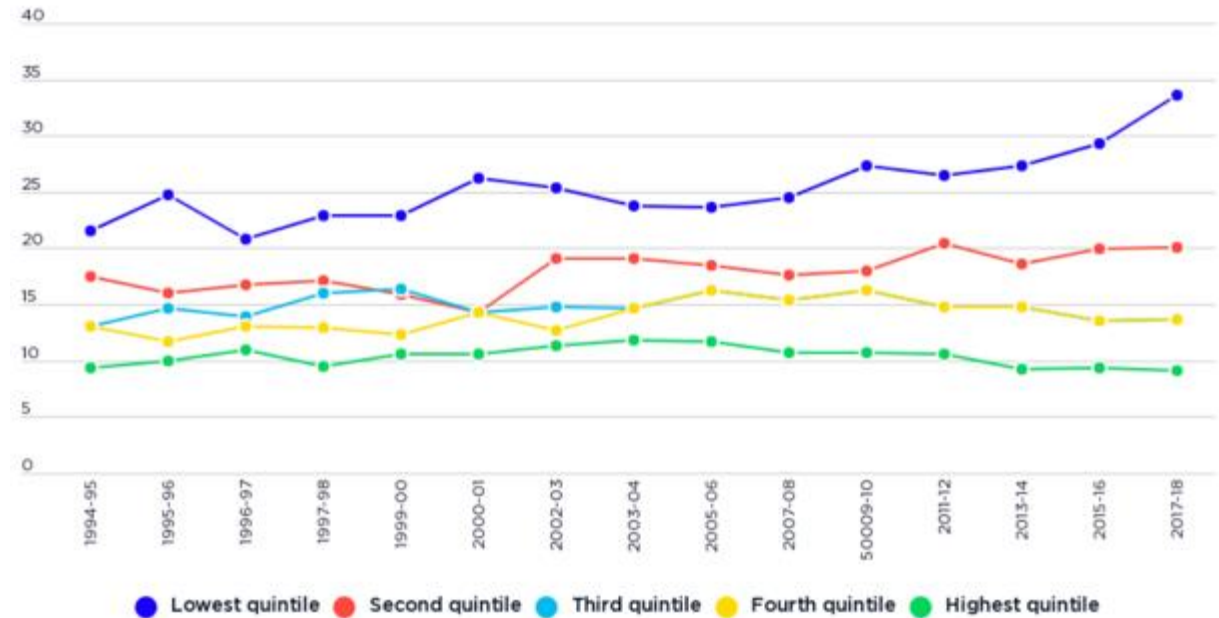


Median Rent and Vacancy Rate



Source: REIWA data

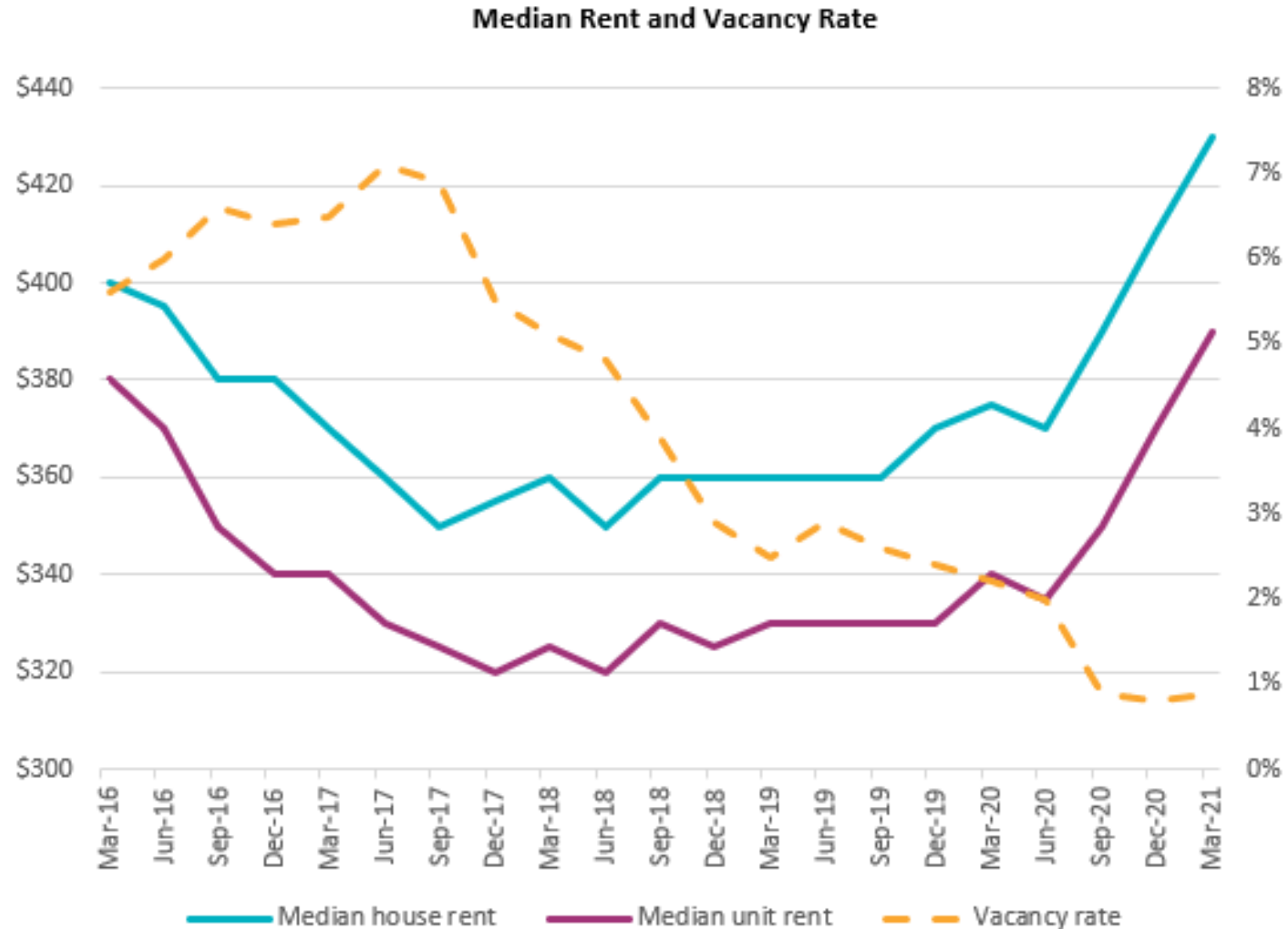
Housing costs as a proportion of gross household income, Australia 1994-95 to 2017-18



Source: ACOSS/UNSW (2020)

Recovery Thinking

WAs Emerging Rental Crisis

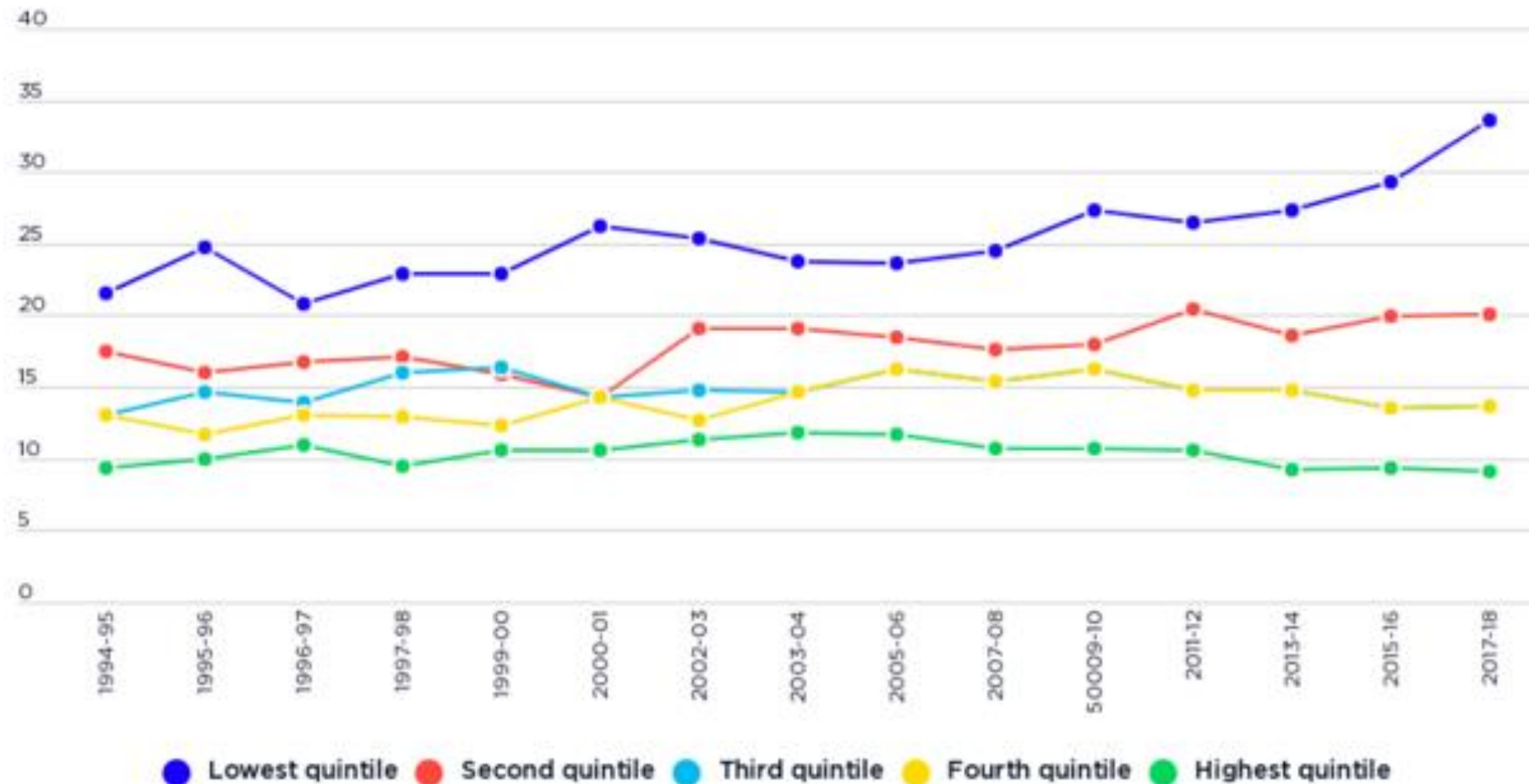


Source: REIWA data

WAs Emerging Rental Crisis



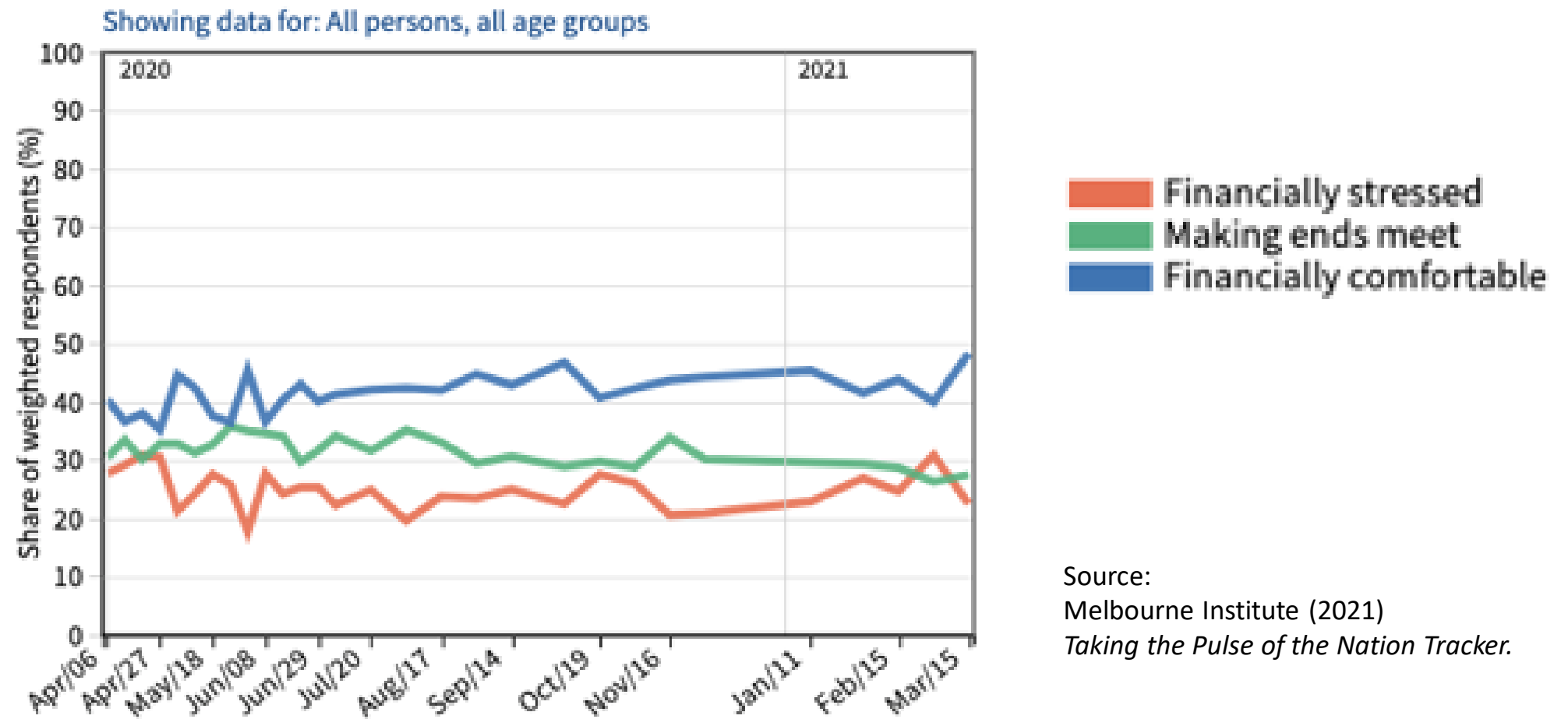
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The Pulse of the Nation

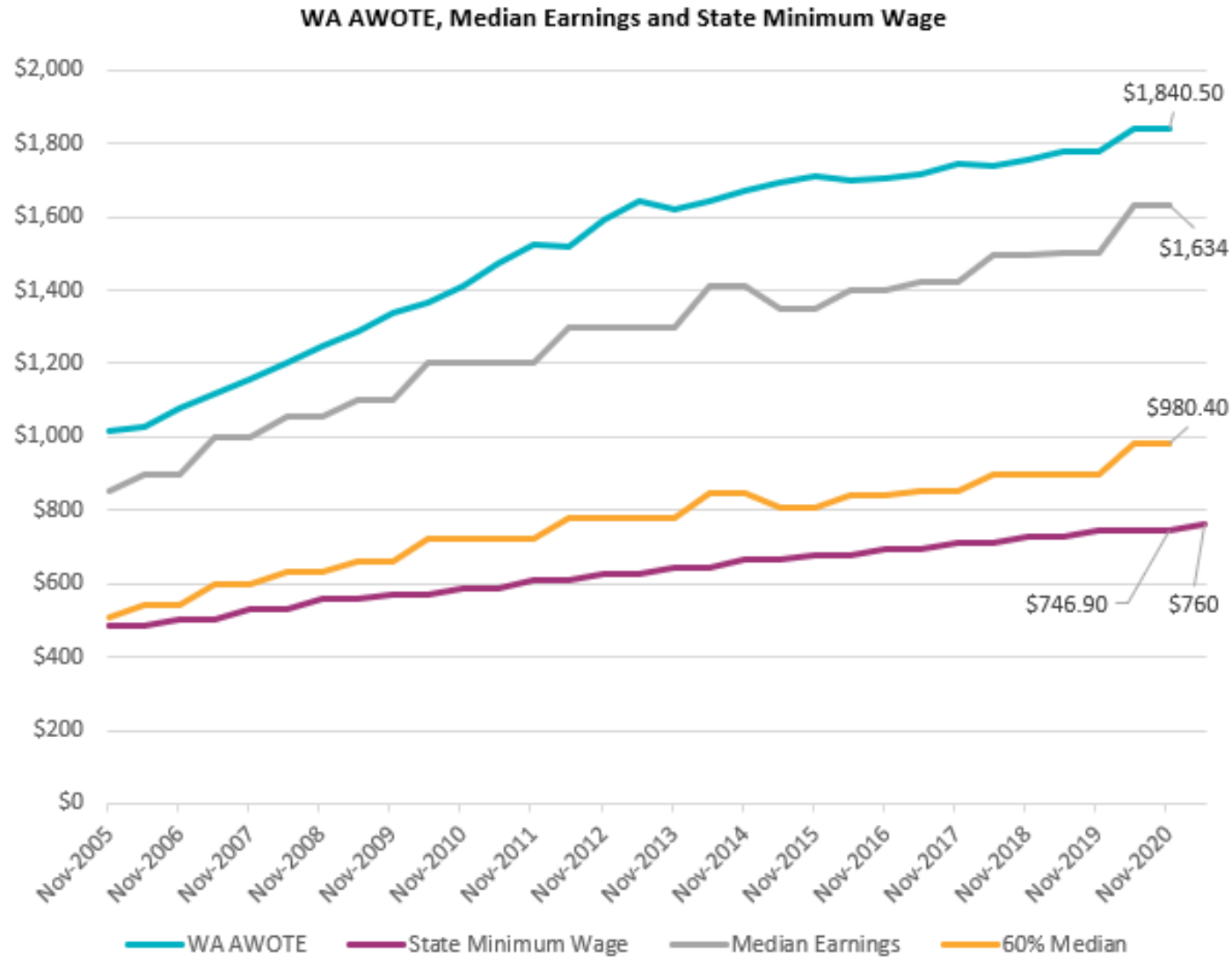


How would you describe your current financial conditions in terms of paying for essential goods and services?



Source:
Melbourne Institute (2021)
Taking the Pulse of the Nation Tracker.

Growing Wage Inequality



Source: ABS 6302.0, 6333.0, and WA Department of Commerce

Thank you

KEY SOURCES

- WACOSS [State Wage Case Submission 2021](#)
- WACOSS [Cost of Living Report 2020](#)
- BCEC [The Early Years: Investing in Our Future 2020](#)
- 100 Families WA [Resources](#)
- ACOSS [Post Budget Gender Analysis](#)
- Vic.Gov. [Gender Equality Budget Statement](#)

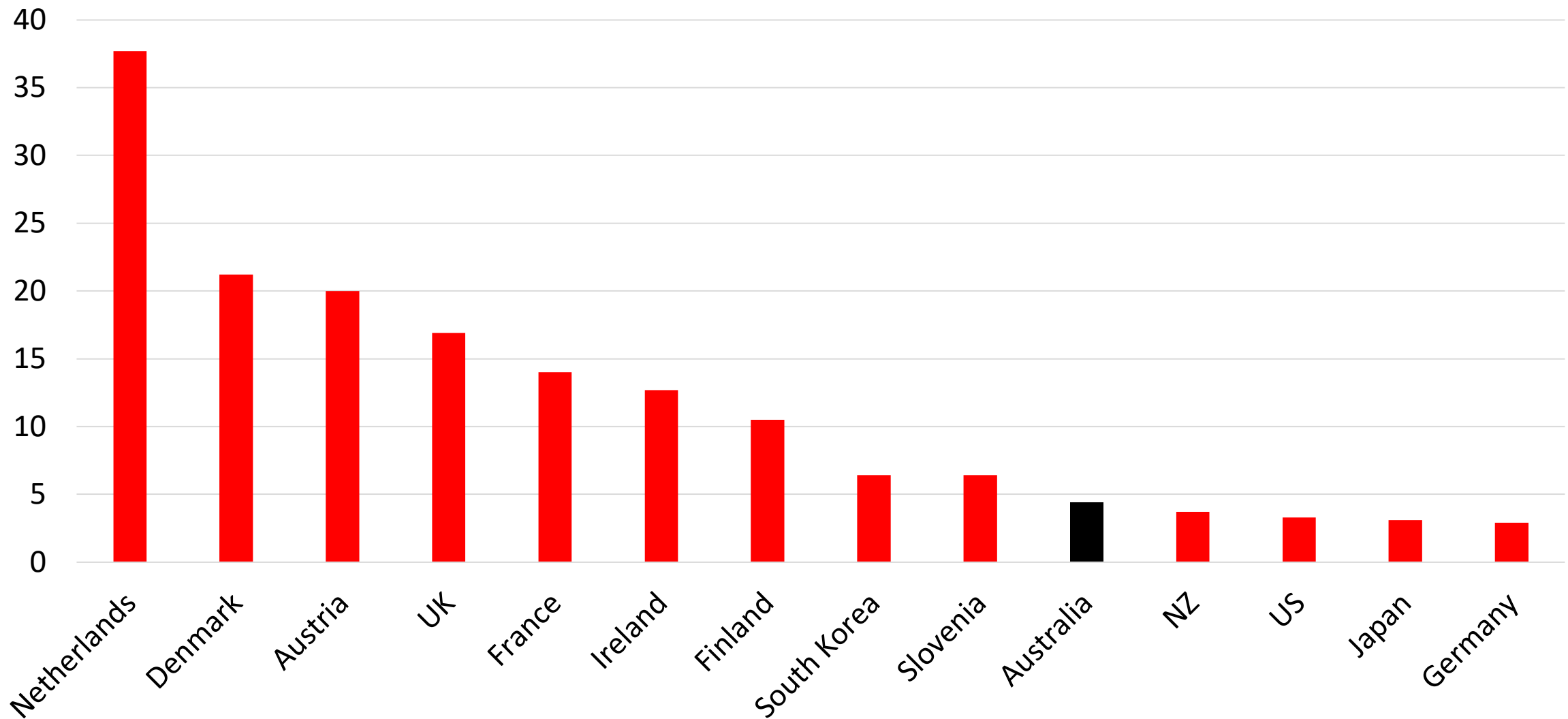
Emerging Issues 2021

Professor Steven Rowley
School of Economics
Curtin University

Private Rental Sector

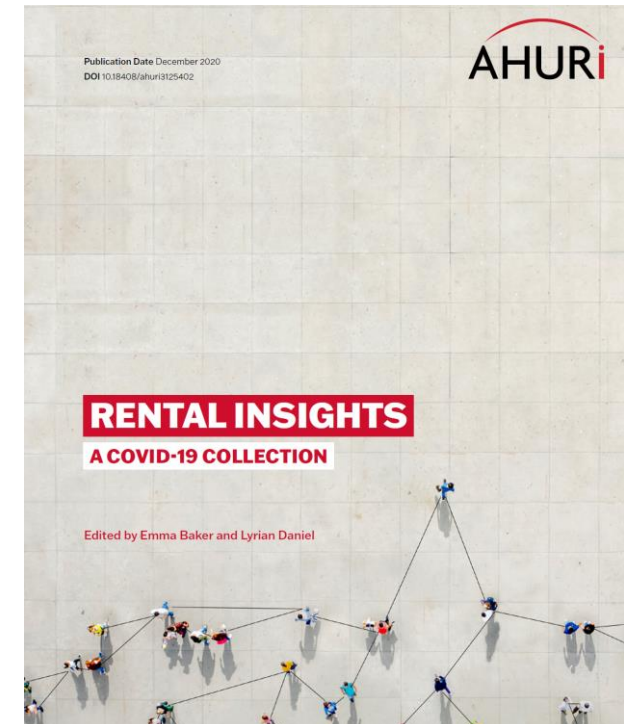
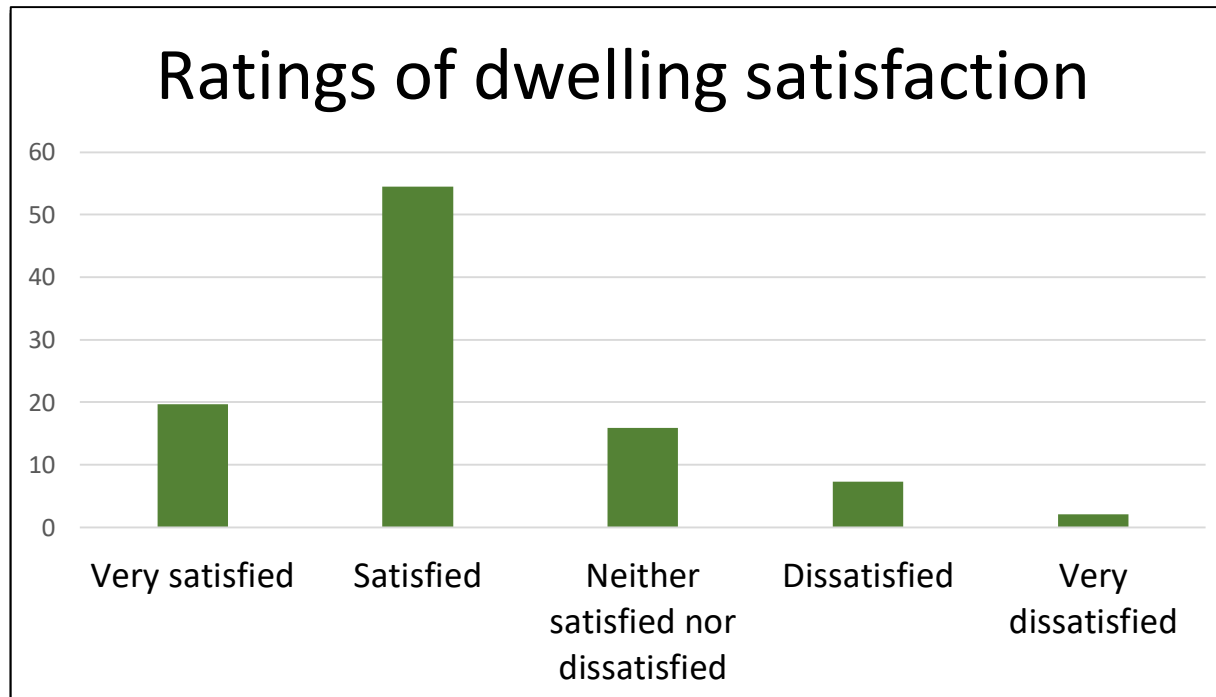
- Chronic shortage, especially at the bottom end of the market
- Growing affordability issues (after 4 years of static rents)
- Competition for “affordable” rentals
- Discrimination
- Lack of social housing - No safety net

Social rental housing stock as a % of total housing stock (OECD 2018)



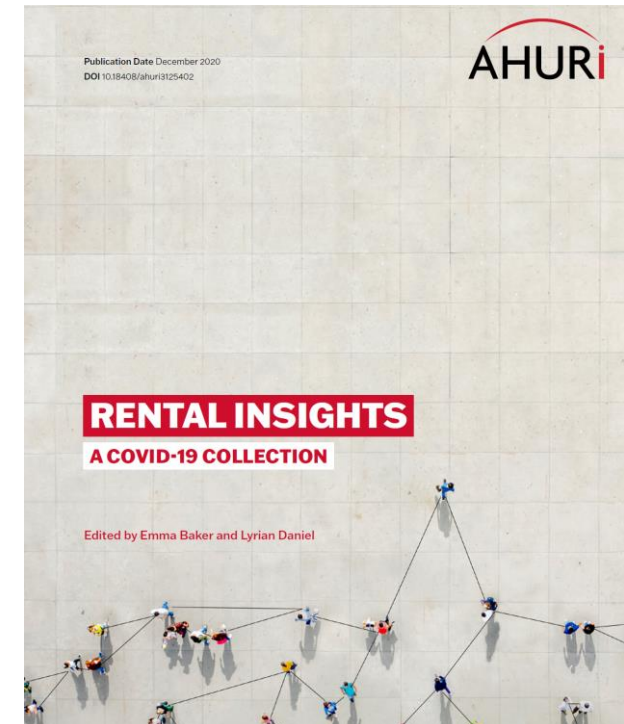
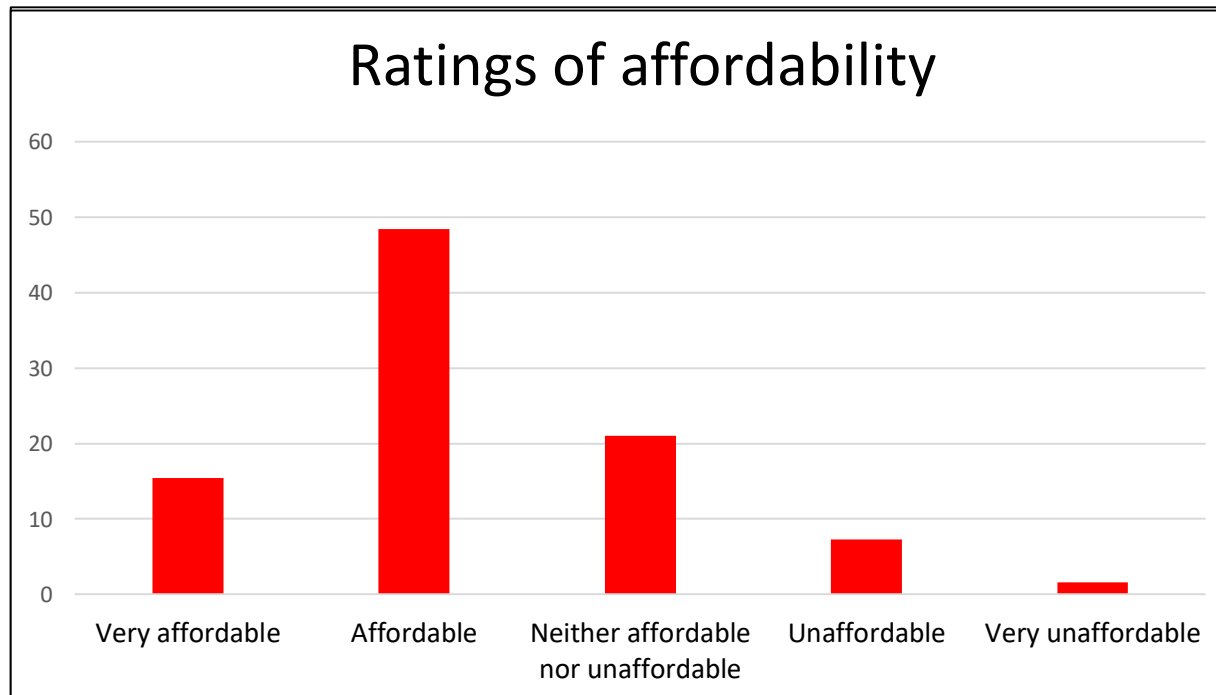
Rental quality and affordability

- Survey of around 15,000 renters (almost 1,400 in WA) conducted in June 2020 (ARC LIEF funding)
- Barriers to ownership – not enough deposit (40%), can't afford to buy anything appropriate (39%)
- Almost 30% of renters have moved 3 or more times in 5 years
- 18% drew on their superannuation to help cover housing costs during Covid-19



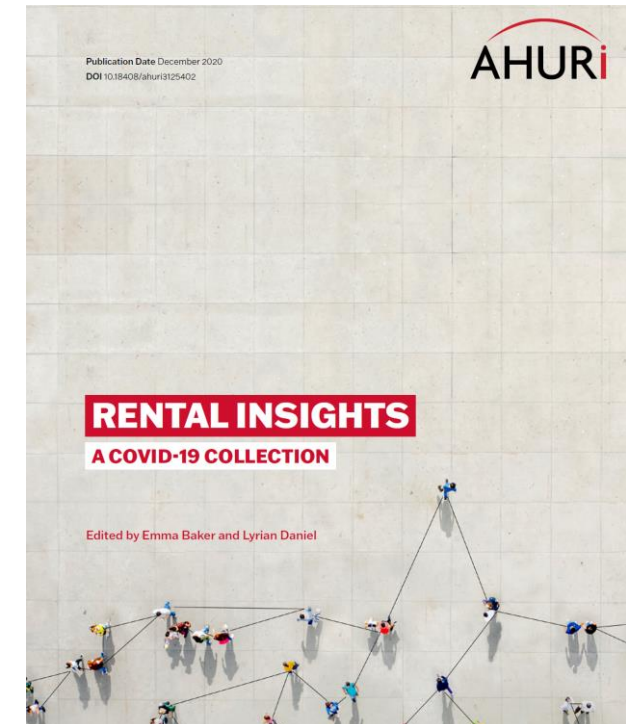
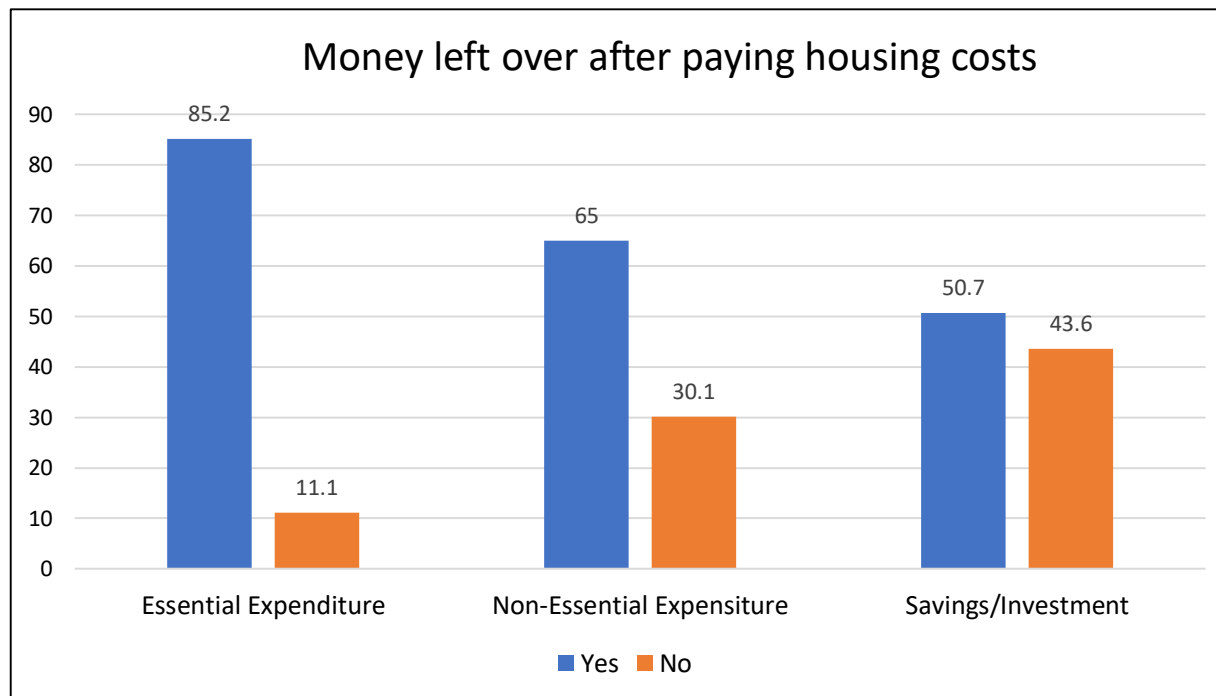
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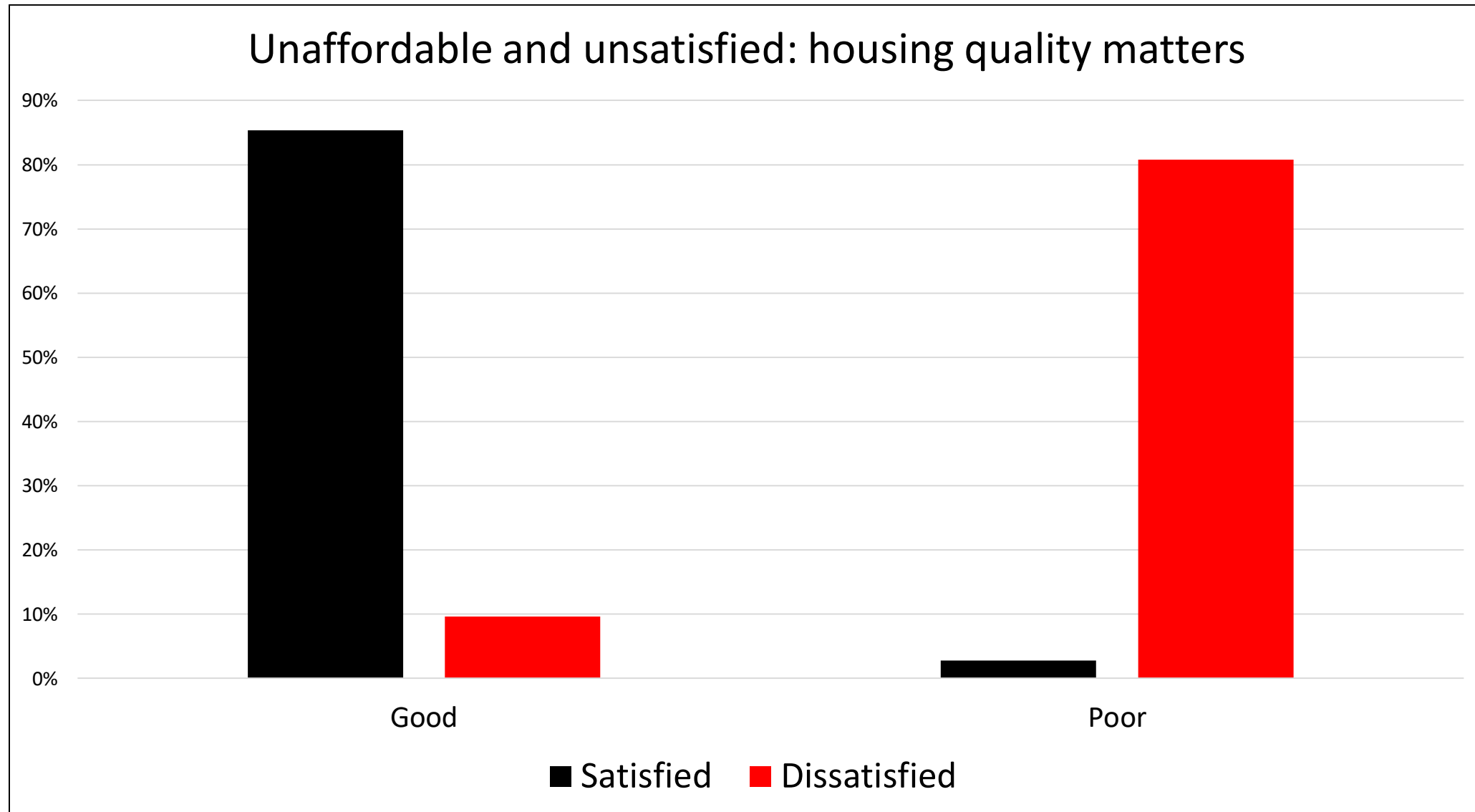


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It's about affordability AND quality



What do we need?

- Obviously more supply – but not just medium/high end apartments
- Big increase in social housing funding
- A replacement for NRAS
- Affordable housing contributions from market developments
- Build to rent sector offering both at and below market rent dwellings (subsidy)
- Better regulation of the PRS to offer more tenure security

Michelle Mackenzie
Chief Executive Officer
Shelter WA

Unlock Housing Campaign PHASE 1 – Pre-election

1. Invest in social and affordable housing

2. Fix the housing system

3. End homelessness



Four-Year Investment Package



\$4 billion investment



32,000 local jobs created



18,000 households in safe, secure and suitable housing

Labor pre-election commitments

Item	Dollars
Aboriginal short-stay Accommodation - Perth	\$39.3 million
On-the-ground homelessness initiatives	\$6 million
Street Doctor Program	\$3.65 million
Immediately house up to 100 rough sleepers in new supported accommodation	14.3 million
Provide Aboriginal-led support services at the Wellington Street facility	3.8 million
Renewable Energy for WA	Unspecified
Previous Government Commitments: Two Common Grounds / HFHI / METRONET / HIP SHERP (870 new social homes)	

Post Election - Social and Affordable Housing

- Supply vs Demand - overheated market / mainstream issue/regional issue - impact on sector and community - impact on backbenchers
- **New Housing Minister** - refocus to social / affordable rental housing - Housing Strategy 2020-2030 - Review?
- **Labor** - no pre-election housing commitments....
- **Two month whole-of-government housing taskforce**
 - Best way to deliver social housing /how to pay for it - opportunity
- Department of Communities
 - **New Director General**
 - Housing & homelessness strategy unit - focus
 - Community housing - policy reform to drive value/growth
 - SHERP / HIP/Metronet social housing - Implementation
 - Head maintenance contract

Housing cont...

Whole of government policy touchpoints

- **Development WA** - Shift Dept. of Communities Commercial Operations
- **Metronet** - de-risk markets / activation of TODs
- **Planning** - Perth & Peel - infill targets / missing middle
- **Health / Mental Health** impacts of housing insecurity
- **CHP value proposition** - ie Development WA - housing 'neutral,' Inclusionary Zoning policy, affordable rental product / regulation - systemic opportunities
- **Industry - risk vs reward**, supply chains vs diverse products - climate change,
- **Community expectations** - products, location, cost,
- **Community expectations via regulation** (National Construction Code, Design WA)
- **Federal election** - social and affordable housing policy positions

Post election - homelessness

- **Shift in community perception** (Shelter WA independent polling)
- **Homelessness Strategy - roadmap for reform** - sustainable funding /commissioning & procuring contracts - place based / alliance model
- ACCO strategy /**Closing the Gap** / Aboriginal Empowerment Strategy
- **Housing first implementation - no housing....**
- Zero Project - collaborations & monthly data
- The rise of **local government**
- Harnessing **lived experience** into policy, practice and programs
- **McGowan Government - pre- election commitments**

Post election - Make Renting Fair

- **New Minister**
- Renters are **one third** of the housing market
- **Impact of the ending of the moratorium** / lack of affordable rental supply
Renters - Expectation - Renting a better housing option
- Reform of the **Residential Tenancies Act**
- Community Housing Providers - **Affordable rental housing** value proposition

HOUSING EMERGENCY RESPONSE GROUP

1. Keep people in their homes
2. Ensure everybody has a home

- Emergency Welfare Response to the impact of the ending of the rental moratorium.
- Surety of emergency relief funding to support people to remain in their rental homes.
- Urgent identification and provision of housing and short to medium term accommodation options to ensure people who have had to leave their rental property are not exiting into homelessness.
- A joint meeting with the Ministers for Housing, Communities and Commerce to discuss a co-ordinated housing and service response.

Phase 2 – Pre Budget Campaign

Strategy: Solution focussed, accelerate & build on current initiatives, devolved, co-ordinated sector co- campaign to support Minister / government to increase invest into social / affordable housing & homelessness services.

Tactics:

- **Inside tent:** Data, Briefings, White Paper, Emergency Summit, backbencher strategy, central agencies, economic modelling
- **Outside tent:** Continued media pressure, mainstream issues, sector wide action

Outcome: Unlock Housing platform reflected in 2021-22 State Budget

Tight Timing

- Landmarks to the Budget

- April to May Agency work on budget subs
- June Finalize Dept bids
- July Close off date Depts to Treasury
- 9 September WA Budget

How to get involved

- Campaign partner - sign up
- Share campaign collateral
- Share your data
- Share your stories
- Share campaign messages - social media
- Become a campaign spokesperson
- Local Media
- Localise campaign issues
- www.unlockhousing.com.au

Unlock Housing Partners

Will you join us?



PRINCIPLE PARTNERS



PARTNERS



PEAK BODY SUPPORTERS



ORGANISATIONAL CHAMPIONS



INDUSTRY SUPPORTERS



Painted Dog Research

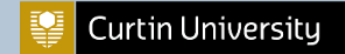
Professor Rebecca Cassells
Deputy Director
Bankwest Curtin
Economics Centre

What do we mean by Gender Equality?



equ(al)ity equality = the end goal
 equity = the means to get there

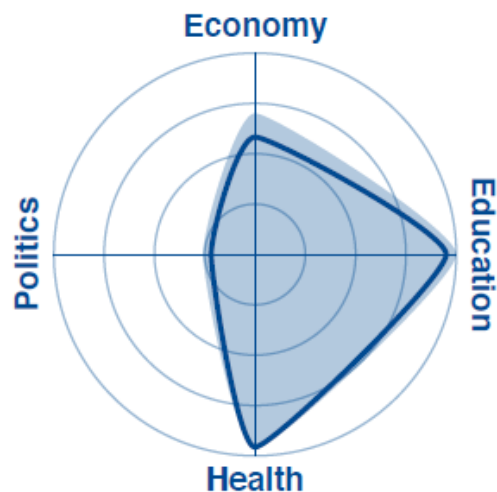
Globally, Australia is slipping.....



Australia

rank
out of 156 countries **50**

score
0.00 = imparity
1.00 = parity **0.731**



Global Gender Gap Index

Economic participation and opportunity
Educational attainment
Health and survival
Political empowerment

2006 score

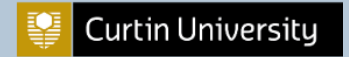
15 **0.716**
12 0.726
1 1.000
57 0.976
32 0.163

2021 score

50 **0.731**
70 0.700
1 1.000
99 0.968
54 0.258

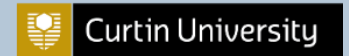
Political empowerment has improved in WA

.....at least for the Legislative Assembly



Persistent economic participation issues

COVID has shone a brighter light on these issues



- **Employment Gaps** – participation overall and **how** women and men participate
- Unequal share of unpaid work: exacerbated during COVID
- Industry and Occupational segregation: **devaluation of women's work, especially care work**
- Conscious and Unconscious **Bias**, Workplace **sexual harassment**
- **Business leadership Gaps** – closing but glacial for CEOs
- **Gender Pay Gap** – closing nationally, but stubbornly high in WA



Budget 2021–22

Women's Budget Statement
2021-22

By

Senator the Honourable Marise Payne
Minister for Foreign Affairs
Minister for Women

and

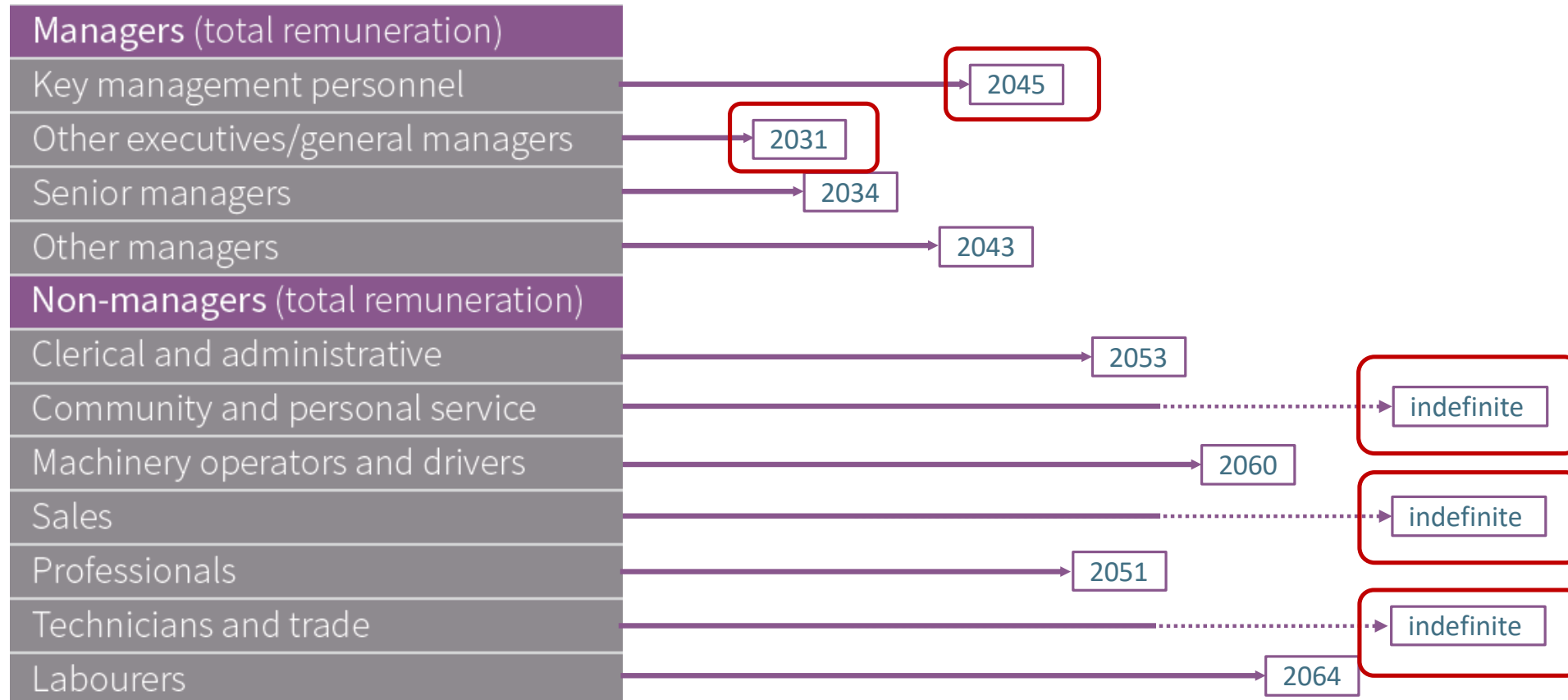
Senator the Honourable Anne Ruston
Minister for Families and Social Services
Minister for Women's Safety

and

Senator the Honourable Jane Hume
Minister for Superannuation, Financial Services and
the Digital Economy
Minister for Women's Economic Security

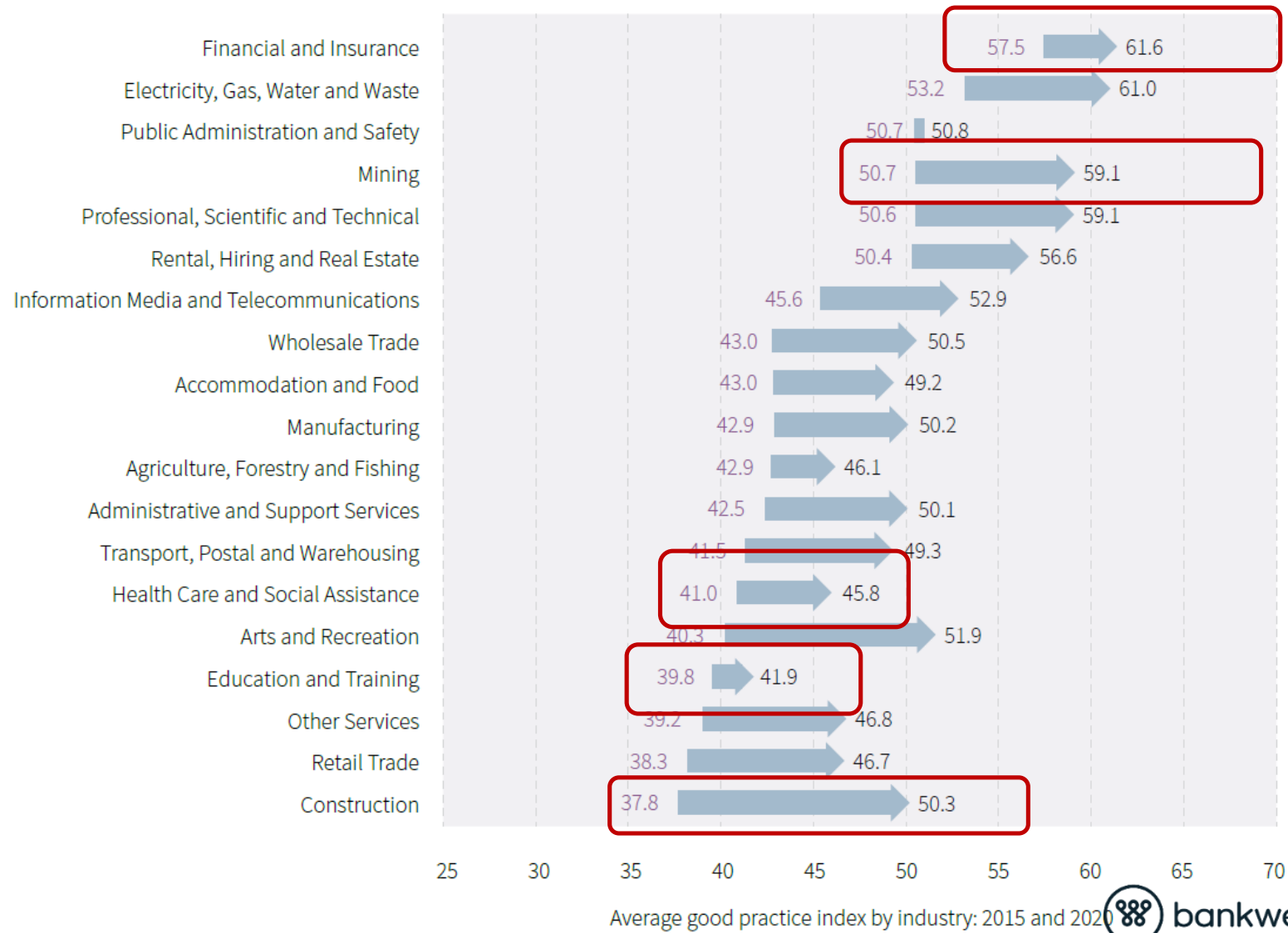
When will gender pay gaps be eliminated?

At current rate, gender pay gaps will be eliminated by...



Gender equality practices vary by industry....

Average company gender equity good practice scores by industry: 2015 and 2020



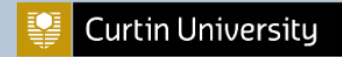
Health and social assistance sector is behind....

Average company gender equity good practice scores by industry: 2015 and 2020



Average good practice index - health and social assistance sector: 2015 and 2020

Key take homes



- Gender equality is an objective within our reach: but it takes consistent and comprehensive attention
- Economic and political outcomes are particularly worse for women and Australia is slipping behind the rest of the world.
- **Female-dominated sectors could be doing more to achieve better gender equality in their organisations.**

Tania Cecconi

Executive Officer

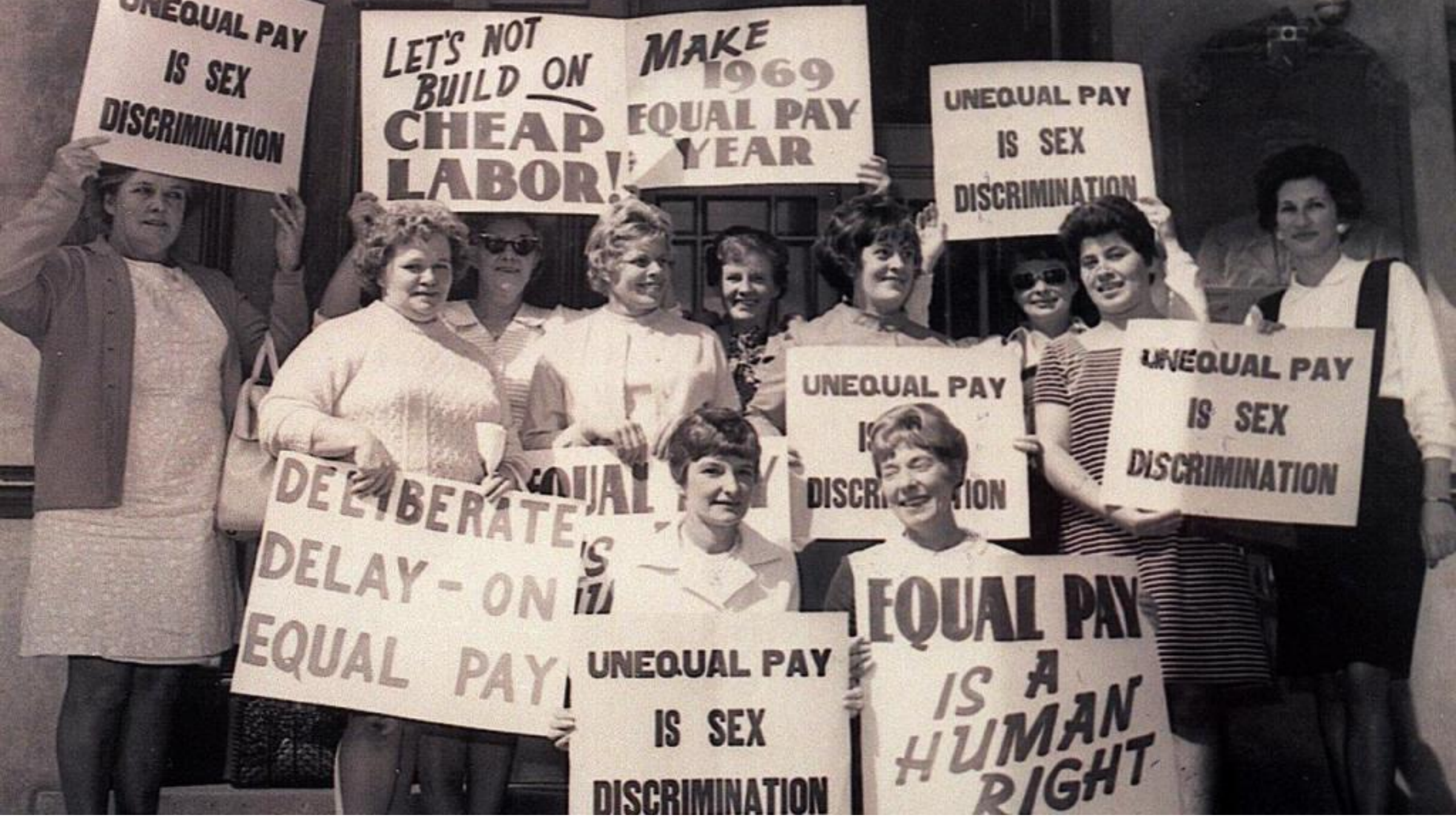
CEOS for Gender Equity

Our Vision

Our vision is to boost women's workforce participation, lift productivity and increase economic growth by sustainably improving gender equity in jobs and pay.

Change starts at the top which is why we engage CEOs to ...

- *Appoint more women to senior roles*
- *Conduct yearly gender pay gap audits and report results to the EXCO and the board*
- *Remind ourselves that not all women need to behave like men to get promoted*
- *Equip their leaders to dismantle systemic & discriminatory barriers*
- *Accept that more women have increasingly high levels of education, are joining the workforce in huge numbers & are wielding enormous spending power*
- *Find ways to maximise these giant societal shifts as market and talent opportunities*



UNEQUAL PAY
IS SEX
DISCRIMINATION

LET'S NOT
BUILD ON
CHEAP
LABOR!

MAKE
1969
EQUAL PAY
YEAR

UNEQUAL PAY
IS SEX
DISCRIMINATION

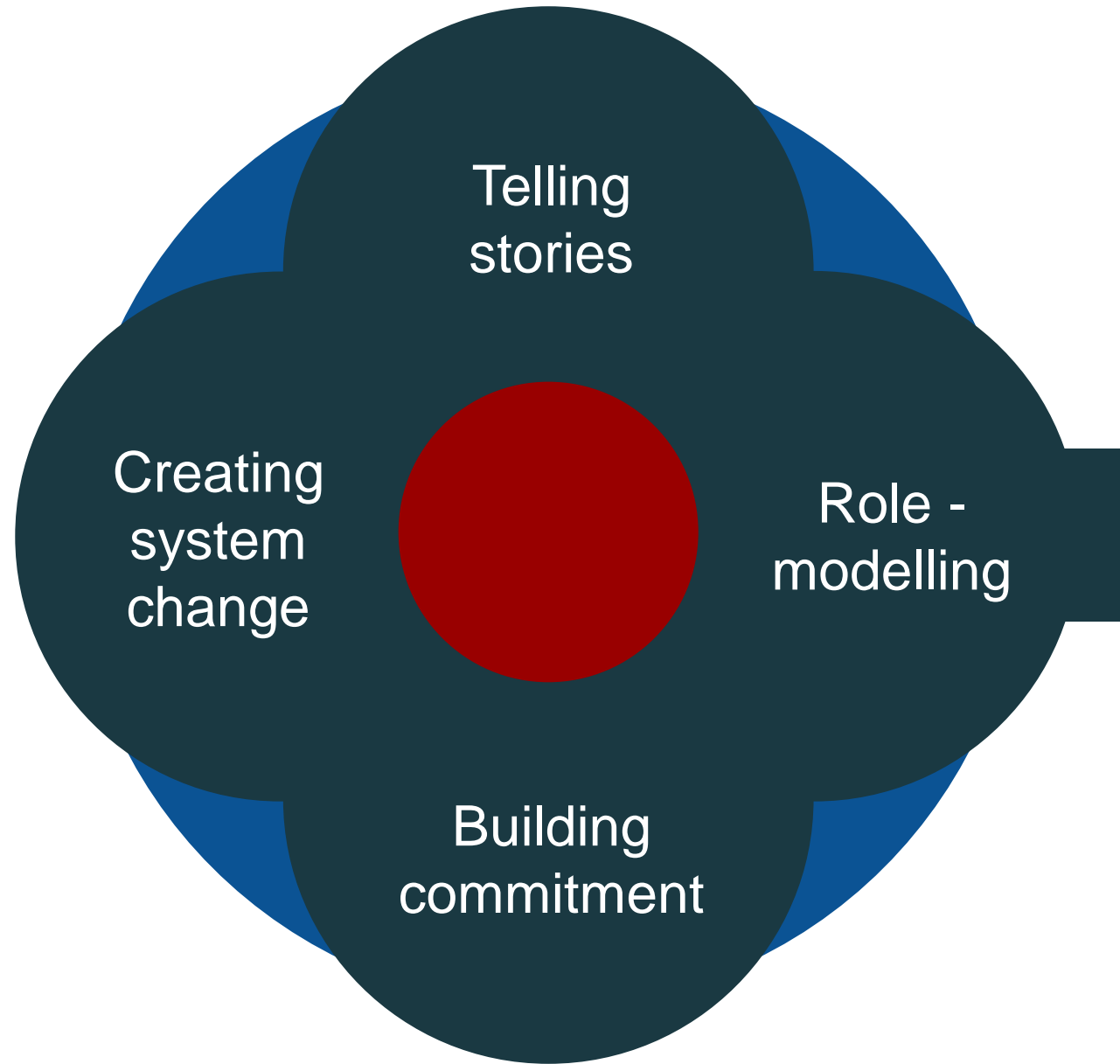
DELIBERATE
DELAY - ON IT!
EQUAL PAY

UNEQUAL PAY
IS
DISCRIMINATION

UNEQUAL PAY
IS SEX
DISCRIMINATION

UNEQUAL PAY
IS SEX
DISCRIMINATION

EQUAL PAY
IS A
HUMAN
RIGHT



Busting the gender pay gap myth

Average weekly ordinary time earnings, full time adults by industry, original

Industry	Persons (\$)	Males (\$)	Females (\$)	GPG	
Other services	1,322.80	1,314.00	1,339.00	-1.90%	
Public administration & safety	1,824.50	1,874.30	1,757.10	6.25%	
Retail trade	1,289.30	1,336.50	1,220.40	8.69%	
Mining	2,633.20	2,695.90	2,295.80	14.84%	
Health care & social assistance	1,675.60	1,969.00	1,552.30	21.16%	
Financial & insurance services	2,032.10	2,272.60	1,736.50	23.59%	
Professional, scientific & technical services	2,001.40	2,201.00	1,663.30	24.43%	

Source: Australian Bureau of Statistics, Average Weekly Earnings, Australia November 2020

Resources

[WA workplaces taking action.](#)

[Domestic violence resource developed by Programmed.](#)

[Average weekly earnings, Australian Bureau of Statistics, Nov 2020.](#)

[Gender pay gap calculator, Workplace Gender Equality Agency.](#)

Keep in touch

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https://twitter.com/CGE_CEO

Megan Anwyl

Founder

Hardwired Corporate Strategy

Election – Summary – Voting Intention Influences*

* With a **very** big thanks to Karen Luscombe at WAOP

Focus Groups ahead of 13 March

“I think he has done a marvellous job and I will vote for him anytime.”

*“I am very thankful we have Mark McGowan.”
(60+, Eaton, switched to Labor)*

“I think the WA Govt has done extremely well and they shouldn’t let others decide for them or tell them what to do. We are extremely lucky to be living where we are.”

“He is doing an excellent job and has kept us safe and we are growing in our economy. What more could you ask for!”

“Keep up the good work Mark, keep us all safe buddy, look after all us old fellas.”

Polling from March 10-11 2021

Top Issues - Large Samples of Voters Polled

- In addition to managing COVID and keeping WA safe...
- Jobs, diversifying the economy
- Health and hospitals, fix the ambulance ramping problem, mental health
- Homelessness, affordable housing, crisis for people looking for affordable rentals or who are in insecure housing
- Environment, climate change
- Care for the elderly
- Education
- Stop violence against women, community safety

Campaigning in the New WA Order – Post COVID-19

Basic Principles that Haven't Dated

- Backbenchers are your best lobbyists
- Get in early to build relationships
- Think local
- Think photo opportunities, community newspapers
TV vision, voter engagement forums
- Invite local M.P's to everything
- Offer to help with issues briefings, site visits etc
- Constituent Fridays – most take appointments
- Don't forget the Opposition and minor parties

Fresh Approaches – Solutions Focussed

- Blending the top vote influencing issues to solve political problems
- Industry Diversification – invest in making WA a global leader in community sector excellence plus training
- Skills shortage – if WA known for its best in nation community services can lure people from the East
- Enlist third party champions that have Govt influence
- Coalitions of advocates seeking the same goals
- Labor Embedded Influencers
- Trade Unions (know your WALabor factions)
- Jobs Jobs Jobs – Community Sector is the largest industry and deserves more support

How to Shape Agenda & Influencing Decision Makers

Nuanced solutions based lobbying

- *“Sometimes solutions are not more dollars – but about doing things better”*

...who said this?

- Reinstate? Service Priority Review, Our Priorities Targets policy
- Jointly hosted problem solving summits – you control agenda
- Attending WA Labor Business Roundtable, political events
- Approaching Corporates for places at costly events
- Becoming part of a corporates ESG story
- Billionaires and other wealthy people
- Politicians frequent events at CEDA, BCEC, AICD, CCI, CME, AMEC, APPEA, Property Council, UDIA, PerthUSAsia Centre, ACBC, BCEC, Fabians Australia.

Fresh Approaches to Campaigns

- Anti-Coal Seam Gas NSW example – early 90's to date
- Digital campaigning
- Campaign to means test stimulus
- Role of Data Analytics – e.g. NZ social services reform
- Gender equity – workforce participation, gender pay gap, stopping violence, paid childcare, quotas
- Social Media Platforms
- Protests – if further action will follow and attendees can sign up for next steps

Educating Decision Makers - Highlighting Sector (Industry) Strengths

Voter Empathy Increase, Harnessing It

- Grass roots digital campaigns
- Facebook , Twitter
- Back to core key voter concerns as shown by polling
- Age care, health, mental health, jobs, housing, stopping crimes against women , children and family violence, education
- Celebrity led campaigns

What if COVID -19 comes to WA again

- Risk management/minimisation
- “Keeping industry going” - applies to your sector too
- Policy settings allowed mining to continue – the \$5billion surplus
- So did a strong community sector!
- What if there is a second or third wave?
- Sustainable long term jobs in the community sector – growth opportunities
- The 2 year cliff – what then? When housing boom over

Some key dates

- 9 September – WA State Budget
- 10 September – Budget breakfasts - various
- CEDA State of the State July TBA
- Federal election

Questions?

Edwina MacDonald

Deputy CEO

ACOSS



Welcome investment in essential services, but many left stranded

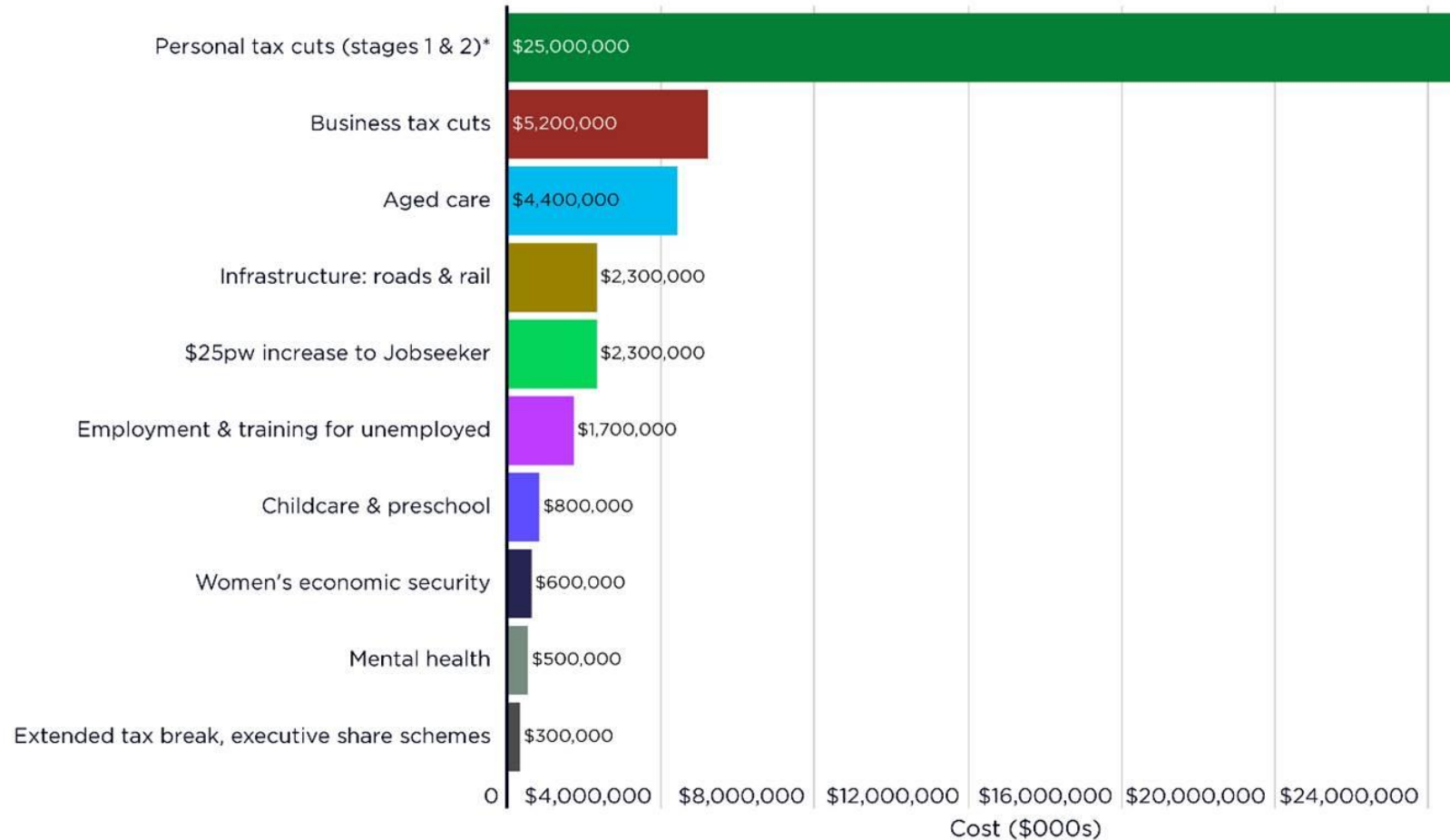


- \$18b on aged care / 80,000 home care places
- \$1.6b for childcare and
- \$1b women's safety
- \$2b National Mental Health and Suicide Prevention Plan
- Equal pay for community service workers
- \$2.7b wage subsidies

- 45,000 families and 13,200 denied income support for 4 yrs under expanded migrant waiting period
- 144,000 ppl on JobSeeker to wait for longer for support
- JobSeeker still \$44 a day
- More to do to Close the Gap
- No action on climate crisis
- No increased investment in social housing

Where the \$\$ go

Cost of major budget measures, Budget 2021



* Cost of Stage 1 and 2 tax cuts in 2021-22, including extension of the LMITO

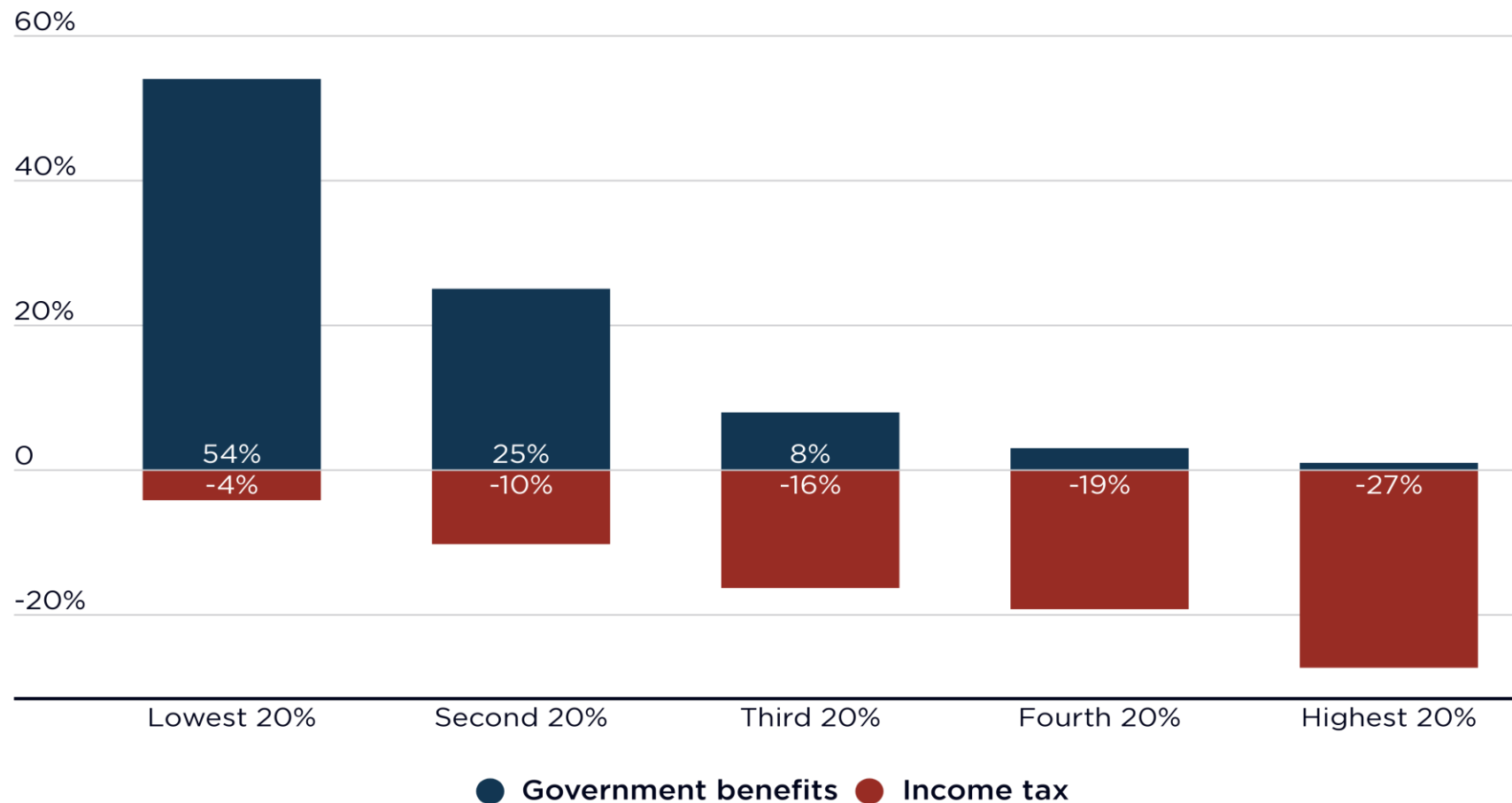
SOURCE: Australian Treasury (2021) *Budget 2021-22 papers*. Canberra, Australia.

Grudnoff, M (2020) *Tax cuts or spending: What is the most effective stimulus?* Australia Institute



Tax cuts don't help lowest 30%

Impact of Government benefits and income tax on household incomes
(% of income in 2017)

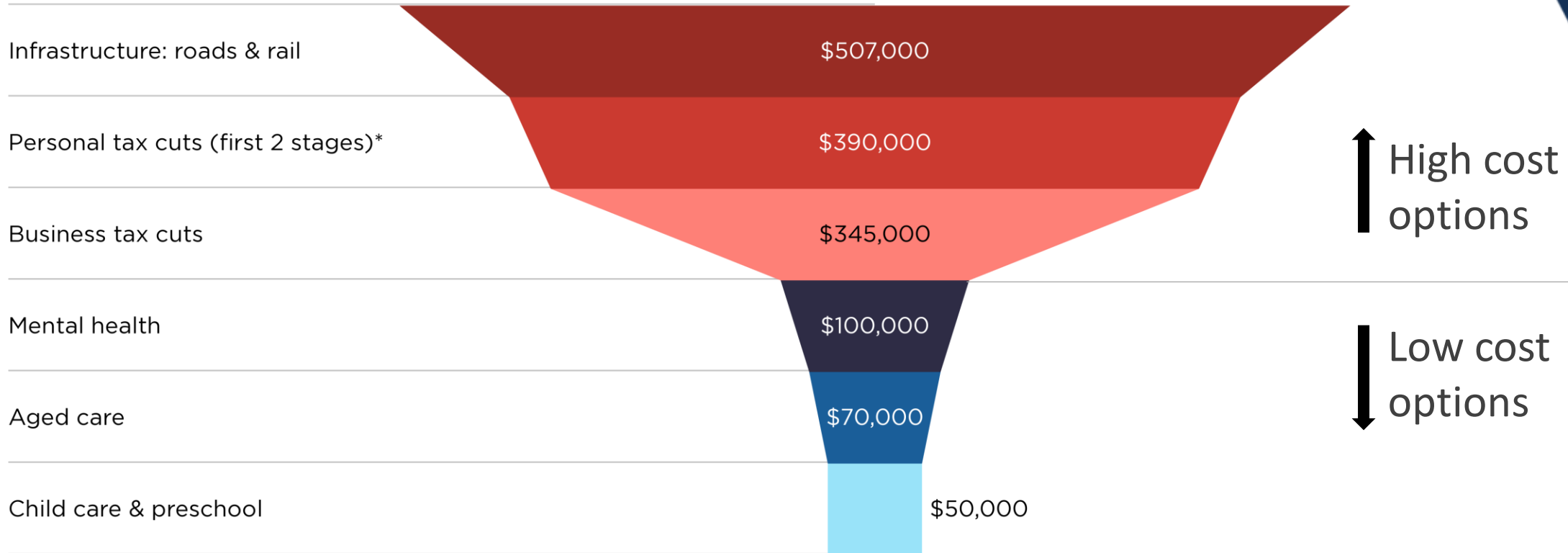


SOURCE: Davidson P; Bradbury B; Wong M & B; Hill P (2020) *Inequality in Australia, 2020 Part 2: Who is affected and why* Australian Council of Social Service (ACOSS) and UNSW (Sydney)



Hard hats are expensive

Cost per job created, Budget 2021



* Cost of Stage 1 and 2 tax cuts in 2021-22, including extension of the LMITO. Cost per job generated by extension of the LMITO only, which costs \$7B in 2021-22. Other tax cuts will be more costly per job created as they mainly go to people on higher incomes, who are more likely to save them.

SOURCES: Australian Treasury (2021) *Budget 2021-22 papers*. Canberra, Australia.
Grudnoff, M (2020) *Tax cuts or spending: What is the most effective stimulus?* Australia Institute

Facilitated Q&A