

# MEDIA RELEASE

Youth Affairs Council of Western Australia



ATT: NEWS EDITOR/COS

## YACWA LAUNCHES YOUTH HOMELESSNESS MATTERS DAY TV CAMPAIGN

An innovative project has been led by the Youth Affairs Council of WA, as part of its involvement in a national campaign and aims to draw attention to the plight of thousands of young West Australians who do not have a safe place to sleep.

A pro-bono 30 sec Community Service Announcement (CSA), developed by Perth advertising agency, Trilogy Advertising and Marketing, has begun airing across two local television channels and two Perth radio stations as part of an innovative and unique project never seen or delivered before in Western Australia.

The CSA is aimed at stimulating public awareness about Youth Homelessness Matters Day (April 5), and is the result of an idea that became reality in just 4 weeks, involving two advertising agencies, television stations, media companies, and youth homelessness services across Perth.

The 2011 ABS Census estimates more than 26,000 young Australians aged 12-24 years are homeless on any given night.

YACWA CEO Ross Wortham said “one of the biggest challenges is changing the stigma and public misunderstanding of the causes of youth homelessness.”

“Young people most often have little choice in the matter, and find themselves on the streets or couch surfing with mates because they are fleeing violence or abuse at home or are born into unstable environments. It’s not their fault and we need to stop treating them as if it is.”

“In Western Australia alone, on any given night, there are more than 2,200 young people sleeping, rough or in unsafe or insecure housing, however funding for crisis accommodation services in WA is at risk and we need to rally the community together to fight for the rights and safety of thousands of voiceless young people in our community. The hope is that this ad will help in stimulating change.”

“Following the development of concepts, a pitch, and selection of a successful TV script created by young people themselves, we are delighted to see the final concepts come to life.”

“We would like to thank everyone involved and the special people that have gone above and beyond with their involvement and passion in trying to create change.”

“Many other organizations and media services have also expressed interest in supporting this initiative and we are confident that this campaign will reach thousands of West Australians” Mr Wortham said.

Youth Homelessness Matters Day is on the 5<sup>th</sup> of April and is part of National Youth Week, which runs from 31 March to 9 April.

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