



**MEDIA RELEASE - FINAL FINAL
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100 Australians tackle housing reform in bold, nation-first move to resolve the housing crisis and challenge leaders to act

Australia's housing crisis is reaching a breaking point. While house prices might have levelled in some areas, and owners finally benefit from a rate cut, the effect of a long-term housing crisis continues to tear the social fabric of the country.

This weekend (22nd-23rd Feb), in a nation-first move, a group of 100 representative Australians will take charge of the longstanding housing crisis; putting 13 reforms from leading experts to the test in a radical push for action.

The bold approach by AMPLIFY, a non-partisan and independent community-led organisation, will see 100 Australians from all backgrounds come together to tackle the country's biggest challenge with experts, demanding urgent action from leaders to reshape policy, rise above the politics, and make housing affordable for everyone.

Georgina Harrisson, CEO of AMPLIFY, says the housing crisis is too important for political point scoring: "The housing crisis is impacting millions of people across the country. With an election on the horizon, those who have the ability to create real change are too busy tearing each other down. That won't solve anything. A crisis that has been decades in the making demands long term, cross party action. It demands true leadership and that is exactly what you will see from 100 Australians this weekend."

"The housing crisis is creating serious fault lines in the community, deeply affecting mental wellbeing, livelihoods, and destroying the social contract for future generations. An issue this significant demands better, and this is why we're putting the power back where it belongs - in the hands of the people. This weekend the Australian public will show our politicians that coming together to solve a problem is far more powerful than tearing the other side down. The public has a say, their voice needs to be heard, and we'll be taking the results to parliament to demand urgent action."

Research shows 95% of Australians believe housing is the biggest issue facing Australians right now¹. With soaring prices and shrinking options, the dream of a secure home is slipping out of reach for far too many. What's more, 75% trust each other more than the government to make the right decisions about the housing policy reform we need.

With trust in politics, government, and institutions at an all-time low, the vast majority (84%) of Australians want community at the heart of policy decisions. That is why AMPLIFY is taking a fearless approach to

¹ Reference to go here

policy reform. The national-first Housing Deliberation is designed to give Australians a greater voice in the policy decisions that directly affect them.

Nation-First Housing Deliberation:

In a bold, community-driven first for Australia, 100 randomly selected Australians from all backgrounds and states - homeowners, renters, young people, retirees, single parents, liberal, labor, green and independent voters- will come together to weigh up 13 expert-developed housing reforms and decide which should be prioritised.

The 13-shortlisted reforms were selected from more than 50 submissions by a group of Community Heroes from across the country, including Prof. Frank Oberklaid AM (2024 VIC Senior Aust of the Year), Nick Hudson (2024 WA Local Hero), Melissa Redsell OAM (2023 QLD Local Hero) and Selina Walker (2024 ACT Local Hero).

The reforms set to be debated have been curated by some of Australia's most prolific housing and policy experts. This includes Brendan Coates from the Grattan Institute, Robert Pradolin from Housing All Australians, Liana Downey from the Blueprint Institute and Andrew Barker from the Committee for Economic Development Australia (Build to rent), among others.

Over two days, participants will examine evidence, debate solutions, and decide what needs to change. Their decisions will shape a national advocacy campaign, turning public frustration into political action.

The historic event will see the community working together to uncover unexpected solutions to one of Australia's biggest challenges, finding the uncommon ground that is key to unlocking change.

As part of the deliberation, the experts will make the case for their reforms, while challengers present the alternative perspectives. A deliberative polling technique will be used, involving participants being polled on their views of the reforms prior to the event, and afterwards, once they have heard evidence for and against each reform. The results of the polling, and work to find consensus over the weekend, will indicate which reforms the community wants to prioritise, which are widely accepted, and where people's opinions changed based on new information.

Housing is reaching a crucial point across the country, however these dynamics vary according to each state. No matter where people are based though - strong reform, driven by community, is required.

- In WA, there is a unique problem with house prices rising faster than anywhere else in Australia. Political disagreements will not lead to a solution.
- In NSW, there is a unique opportunity with a commitment to bipartisan solutioning.
- QLD has experienced a critical shortage of homes, and soaring demand, which has pushed up rent prices and forced many vulnerable people into homelessness.

The 13-shortlisted reforms being deliberated by community include:

Making Housing More Affordable

- 1) Stamp Out Stamp Duty
- 2) Housing Tax
- 3) Boost Rent Assistance
- 4) Homes for Everyday Heroes

Expanding Housing Choice

- 1) Commuter Communities
- 2) More Bang for Your Block

- 3) Fab Prefab
- 4) Faster Visas for Faster Homes

Increasing Housing Security

- 1) Renters' Rights
- 2) 'Build to Rent' Booster
- 3) Affordable Homes Guarantee
- 4) Target 10%

Harrisson added: “The housing crisis isn’t just a policy issue - it affects real people, including young professionals struggling to rent, new families seeking stability, domestic violence survivors in need of secure housing, and ageing Australians wanting to stay in their homes. Real lives are at stake. “

“At its worst, the crisis leads to homelessness which can worsen chronic health issues, create long-term unemployment, and cause deeper societal withdrawal; at its ‘best,’ it results in housing-related stress, financial strain, and lost opportunities for prosperity. For too long, housing has been sidelined by political point scoring, turning it into an electoral tactic rather than an issue of public welfare. Bold, long-term bipartisan problem-solving is needed to prevent the housing crisis from becoming a catastrophe. By making community voices louder, AMPLIFY exists to challenge policymakers to take action and create real, long lasting change. We believe in the power and wisdom of everyday Australians to drive real change that works for everyone.”

Dr Rory Gallagher, Chief Policy and Research Officer at AMPLIFY, says Australians are demanding real solutions, not spin, “Australians are frustrated. They see politicians talking in circles while the crisis deepens,” **Gallagher said.** “But when you bring everyday people together, incredible outcomes occur; they find uncommon ground and make the bold decisions required to solve this crisis.”

The deliberation follows successful global models, including the ‘America in One Room’ initiative, which found unexpected common ground on polarising political issues. Participants will take part in pre- and post-deliberation polling, revealing how community perspectives evolve when given balanced evidence and a real voice in decision-making.

Harrisson says the urgency cannot be overstated, “There’s real frustration building across Australia—people are being deeply affected in a myriad of ways when it comes to housing,”

“This isn’t just about homes. It’s about people. Families forced to move every 12 months, young Australians giving up on ever owning a home, and entire communities locked out of stability and security. Australians refuse to wait any longer for change.”

The deliberation will conclude with a community-driven mandate for change, a set of reforms shaped by informed discussion and collective decision-making. These findings will be presented directly to policymakers, creating a powerful public demand for action.

AMPLIFY is an inclusive community space for public engagement, and prioritises the voices of everyday Australians to ensure public concerns shape national policy directions. The organisation is non-partisan and completely independent of any political party or political agenda. Any Australian can join AMPLIFY at no cost at www.amplifyaus.org .

AMPLIFY was founded by SEEK and Square Peg Co-Founder Paul Bassat, who now serves as Chair of the organisation. Leading the team as CEO is Georgina Harrisson, former Secretary of the NSW Department of Education.

-ENDS-

Notes To Editors:

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Media Opportunities:

- **AMPLIFY Spokespeople** - Georgina Harrisson, CEO, and Rory Gallagher, Chief Policy and Research Officer are available to discuss the AMPLIFY organisation, why housing, and more specifically on the methodology of the event.
- **Community Heroes** - 4x case studies of those involved in selecting and whittling down the reforms to the final 13, their own personal journey and experience within the housing crisis, why they selected each reform and what it means for their community/state and Australia, the goals of AMPLIFY, and why housing urgently needs this kind of community involvement and deliberation. This includes:
 - Prof. Frank Oberklaid AM - 2024 VIC Senior Aust of the Year
 - Nick Hudson - 2024 WA Local Hero
 - Melissa Redsell OAM - 2023 QLD Local Hero
 - Selina Walker - 2024 ACT Local Hero
- **Reform Owners** - Talent who are the expert creators of each of the selected reforms who can speak to the specific challenges their reforms are tackling, and the importance of this national amplification. This includes:
 - Brendan Coates - Grattan Institute,
 - Robert Pradolin – Housing All Australians
 - Maiy Azize - Everybody's Home
 - Jonathan O'Brien - YIMBY Melbourne
 - Sophie Black - Blueprint Institute (more visas for tradies)
 - Andrew Barker - Committee for Economic Development Australia (Build to rent).
- **AMPLIFY National Survey/ Data Points** - Insights from the national survey AMPLIFY conducted in 2024 of 4,000 Australians across the country to explain 'why housing' and why community action is important.
- **POST EVENT ONLY - Case Studies** - case studies selected from the 100 people taking part in the deliberation who can share post event insights.

Additional AMPLIFY National Survey Findings - Study of 4,000 Australians conducted July-August 2024:

Housing specific:

- 90 percent of people agreed that affordability is getting worse for everyone: renters, first-time buyers, homeowners, and people who are homeless.
- 81 percent of Australians agree that narrowing home ownership opportunities is causing social and intergenerational divides in Australia
- A majority of every age group of homeowners say they are willing to accept a slower rate of growth if it improved housing affordability for others

Broader relevant findings:

The vast majority of people believe the community should be more directly involved in policy making:

- 84% of Australians agree that 'Australia should involve the community more directly in policy decisions', with more agreement for:
 - Older Australians
 - Rural and regional Australians
 - Those who are highly engaged and participating
- There is strong support for active reform for our processes, with 81% wanting us to actively work to strengthen our democracy

There's a lack of ambition and long-term thinking in politics

- Three quarters of Australians agree that there is a lack of ambition, that we're dominated with short-term thinking and 84% think that politicians prioritise votes over policies
- In particular, older Australians are more likely to feel that there's a lack of ambition

Australians think vested interests have too much say in government

- Most people think our major institutions are run for vested interests. 61% of people say that political parties are working for vested interests, rather than the benefit of all people. A majority also think big business, the media and the Federal government are run for vested interests.
- Conversely, only 24% of people believe that the Australian people working for only their own self-interest, and just 21% believe experts are working for vested interests

Most people feel they will be worse off in five years

- Only one in four (27%) of people feel that they and their families will be better off in five years.
- Older Australians are the most pessimistic, with only 10% of those older than 65 agreeing that they and their families would be better off in five years

Most Australians feel that we're becoming more divided

- Two thirds of Australians feel like we're becoming more divided, compared with just 11% of Australians who feel like we're becoming more unified Older Australians are more likely to feel that we're becoming more divided

The nationally representative survey was conducted by an independent polling organisation, Resolve, on behalf of AMPLIFY. The representative sample of 4,000 Australians were asked closed and open-ended questions on a range of policy and systemic issues in the period July – August 2024.

About AMPLIFY:

Australia is a great country, but we know things aren't working the way they should. Our society has become more divided, and Australians are telling us they don't have a say on the big issues in our society. The chaos we are seeing in many other countries is a warning sign for us. We know that things will get worse if we don't act now. That is why Amplify was born.

Amplify is the place where Australians get to have their say and make a difference on the most important issues that we face. We are a community of Australians, from all walks of life, who care about our country. We are non-partisan and completely independent of any political party. All Australian's are invited to become a member of Amplify at no charge at www.amplifyaus.org

With the right mindset and a shared commitment to our future, the Amplify community will find "uncommon ground" and identify the right solutions to the big issues facing Australia. We are much smarter collectively than individually. We will do this by bringing our community together for events in all parts of the country, facilitate online conversations, share evidence, talk with experts and together come up with the right solutions. Amplify puts people at the heart of decision-making.

We will make a difference by amplifying the voice of our community to spark change and help build the policy blueprint for Australia's future. We will hold the people in power to account. This is how positive change will happen.

Together we will help Australia become a more prosperous, fairer, more cohesive and happier country.

If you want to shape the future of Australia, come and be part of the Amplify community.

Background for editors/producers:

AMPLIFY's Mission: AMPLIFY was founded to empower everyday Australians to have a meaningful say in the critical issues shaping the country. Through community-driven solutions, AMPLIFY aims to create a more connected and prosperous Australia by bringing diverse voices to the forefront of national policy debates.

Deliberative Methods: AMPLIFY uses deliberative democracy tools, which involve structured conversations, expert input, and collaborative decision-making processes. These methods have been proven to foster greater understanding across diverse groups and result in more innovative, inclusive solutions.

Current State of Public Trust in Australia: Australia ranks 11th globally for citizen satisfaction with democratic processes, which has been declining steadily since 2010 according to the [Democracy Index](#).
