



MEDIA RELEASE
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Australians demand ambitious housing reform, with a clear focus on building more houses as a top priority

Australians are calling for bold action on housing; prioritising faster and increased house building as the principal measures to urgently address the 'worst housing crisis in recent history'.

That's the outcome of the country's first ever national AMPLIFICATION on Housing, where the public took charge of the longstanding crisis; deliberating on real solutions to tackle one of Australia's biggest challenges.

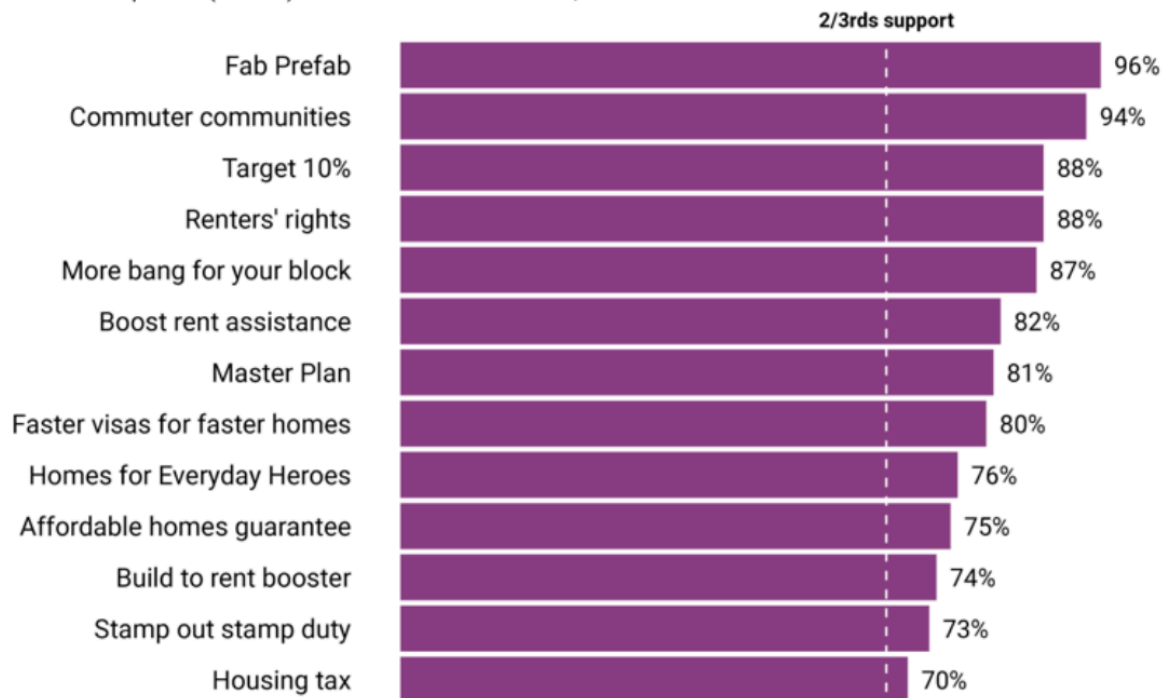
In a nation-first move, non-partisan and independent community-led organisation AMPLIFY brought together 100 randomly selected Australians from all backgrounds and states - homeowners, renters, young people, retirees, single parents, liberal, labor, green and independent voters- to weigh up 13 expert-developed housing reforms and decide which should be prioritised.

The Australian public's top housing reform demands:

- **Fab Pre-Fab, from the Blueprint Institute** - a practical reform to unlock cutting edge technology to build more Australian homes, more easily
- **Commuter Communities, from YIMBY Melbourne** - allowing more homes where people want to live in walkable neighbourhoods near transport links
- **Renter's Rights, from the Committee for Economic Development Australia (CEDA)** - greater protections to make sure renters have a place to call home
- **Target 10%, from Everybody's Home** - a long term ambition to significantly increase the proportion of social housing by 2045
- **More Bang for your Block, from CEDA** - making it easier to build granny flats, tiny homes or convert your garage.

Support for the final shortlisted housing reforms in the post-deliberation survey

% of responses (n = 102) who answered either I love it, I like it or I can live with it.



Q: Overall, what is your level of support for this reform proposal?

Georgina Harrison, CEO of Amplify, said: “This is the worst housing crisis in recent history and we urgently need to see critical action. These reforms cover a wide range of areas that will stimulate supply from cutting edge construction methods to making the most of transport links to create more commuter communities. Along with increasing the proportion of social housing for Aussies doing it tough.”

“The public also recognised the plight of renters, with a super-majority of all generations supporting greater protections to make sure renters have a place to call home.”

“The Australian public has made its stance clear - now it's up to the politicians. The path to a solution that aligns with public sentiment is evident.”

The reform priorities from the public aligned with key drivers of the housing crisis. Along with many leading experts, the 100 participants identified the three top drivers of the housing crisis as: high cost of land and construction, lack of investment in public and affordable housing and excessive regulation.

Participant Ray Newland from NSW said: “My thinking has changed a lot. I've realised there are some solutions I previously dismissed that hold an important role in reform. I met heaps of people who understood the challenge from a different perspective to what I was used to hearing. I think it's easy to dismiss an idea when you

can't see how it directly impacts you as an individual, but when you talk to those who are impacted it opens your mind to those ideas.”

The results from Amplify’s National AMPLIFICATION on Housing are further evidenced by critical factors identified by the organisation’s active online community, who have been discussing and debating the 13 reforms since December.

There is clear consensus that the housing crisis is seen as deeply rooted in structural issues, with a call to modernise building methods and overhaul regulatory frameworks to reduce costs and boost supply.

The Hon. Rose JACKSON, MLC, NSW Minister for Housing and Homelessness, opened the two-day event with a direct call to participants to hold open minds and find uncommon ground on real solutions.

The reforms debated were 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 examined evidence, debated solutions, and decided what needs to change. Their decisions will now shape a national advocacy campaign, turning public frustration into political action.

Dr Rory Gallagher, Chief Policy and Research Officer at AMPLIFY, added:

“Community deliberation is a powerful democratic tool to create more inclusive, less polarising and more consensus-driven decision-making. Our goal is to put the Australian public at the heart of policy reform, give them a voice, and ensure their voice is heard. Our national AMPLIFICATION on Housing has enabled that.”

“People from all backgrounds, all walks of life, and with their own personal experiences of housing and homelessness came together to agree on real solutions to inform policy and find a definitive route out of this housing crisis. The reforms debated received strong support across the board, but the direction and action needed to urgently address this critical housing crisis are unmistakable.”

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. With a

¹ Reference to go here

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

AMPLIFY provides 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 Harrison, former Secretary of the NSW Department of Education.

-ENDS-

Notes To Editors:

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Media Opportunities:

- **AMPLIFY Spokespeople** - Georgina Harrison, CEO, and Rory Gallagher, Chief Policy and Research Officer are available to discuss the deliberation, findings, methodology, key housing reforms, and the broader AMPLIFY organisation and objectives
- **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 (prefabricated housing; more visas for tradies)
- Andrew Barker - Committee for Economic Development Australia (Build to rent; renters' rights).
- **AMPLIFY National Survey/ Data Points** - Insights from the nationally representative survey AMPLIFY conducted in 2024 of 4,000 Australians to explain 'why housing' and why community action is important.
- **Participant Case Studies** - case studies selected from the 100 people who took part in the deliberation and can share their personal experiences with housing and the reforms they want to see enacted.

The results from Amplify's Housing AMPLIFICATION are further evidenced by critical factors identified by the organisation's active online community, who have been discussing and debating the 13 reforms since December.

There is clear consensus that:

- The housing crisis is seen as deeply rooted in structural issues, with a call to modernise building methods and overhaul regulatory frameworks to reduce costs and boost supply
- There is optimism about embracing innovative approaches. However, caution is expressed regarding quality, implementation challenges and the need for supportive regulatory changes.
- Housing reforms must balance tenant protections, market realities and broader community needs. Competing interests are a reason to continue respectful debate, not an excuse for inaction.
- Relying on market forces alone has failed to deliver equitable, affordable housing, and the government has a responsibility to intervene, now.

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 are 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 Australians 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](#).
