

Major parties' housing policy built on shaky foundations, says AMPLIFY

FRIDAY 2 May 2025 - As Australians prepare to cast their votes in tomorrow's federal election, new polling from AMPLIFY shows the vast majority of Australians are pessimistic about the nation's housing outlook.

A national poll commissioned by AMPLIFY and conducted by YouGov has found **71 per cent of Australians do not believe any real progress will be made on the housing crisis in the next year. Just 4 per cent of respondents** believed it was "very likely" progress would be made.

AMPLIFY CEO Georgina Harrisson said despite housing being a major issue during the campaign, the policy solutions presented by the major parties did not match the scale of the problem and were simply band-aids.

"Sugar hit policies won't bring us out of the housing crisis. A strategic, long-term vision is required to address systemic supply and cost challenges, not quick fix band-aid solutions," Ms Harrisson said.

"The data is clear - Australians are simply not convinced by the housing policies the major parties have presented. The community is fed up with rhetoric and kicking the can down the road. Action is needed now."

The poll found Australians are engaged in housing policy issues, with 56% of respondents reporting they have paid attention to campaign housing announcements.

AMPLIFY has identified prefab housing as a promising source for new housing supply and an area the incoming government could leverage to quickly drive up the number of houses and potentially push down new build costs.

The poll found **70 per cent of Australians know what prefab homes are**, while **17 per cent** don't know and **12 per cent are unsure**.

Ms Harrisson said that while the federal budget included some funding for prefab homes, this was not at the scale required to unlock its full potential. She also noted the need for improved regulatory harmonisation across states and territories to boost prefab uptake.

"Now is the time for bold thinking when it comes to solving Australia's housing crisis and this requires bold action, not tinkering around the edges and hoping for the best," Ms Harrisson said.

"Prefab adoption and regulatory harmonisation are two mechanisms that can create real change fast."

About AMPLIFY

AMPLIFY is a community-driven initiative uniting Australians from diverse backgrounds to collaboratively address the nation's most pressing challenges. Founded on the principle of finding "uncommon ground," AMPLIFY believes in respectful dialogue and collective problem-solving to bridge divides and revitalize democracy.

Through nationwide events, online discussions, and expert collaborations, AMPLIFY empowers citizens to actively participate in shaping policies on critical issues like housing, trust in institutions, and generational equity. By amplifying diverse voices, the movement aims to build a more inclusive, fair, and forward-thinking Australia.

For more information, amplifyaus.org.