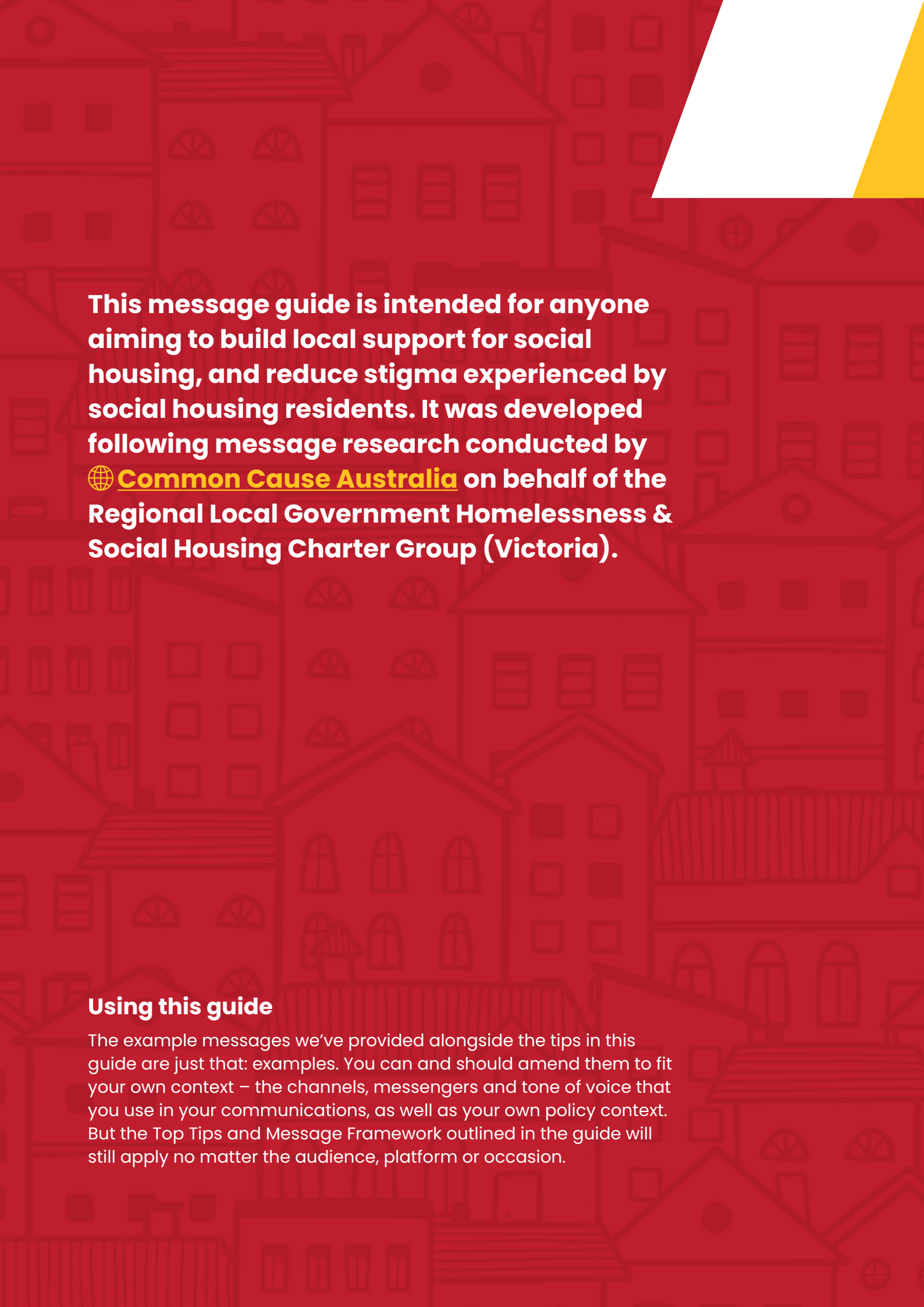





Boosting local support for social housing

MESSAGE GUIDE





This message guide is intended for anyone aiming to build local support for social housing, and reduce stigma experienced by social housing residents. It was developed following message research conducted by  [Common Cause Australia](#) on behalf of the Regional Local Government Homelessness & Social Housing Charter Group (Victoria).

Using this guide

The example messages we've provided alongside the tips in this guide are just that: examples. You can and should amend them to fit your own context – the channels, messengers and tone of voice that you use in your communications, as well as your own policy context. But the Top Tips and Message Framework outlined in the guide will still apply no matter the audience, platform or occasion.

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Introduction




Social housing

The term 'social housing' was defined during the research for this guide as follows:

Social housing is housing that is rented to low-income households with rent capped as a percentage of their income. Social housing does not include rooming houses. Social housing is sometimes owned by State Government but can also be owned by private business or non-profit organisations.

Some of the message examples in this guide also use the term 'social homes' to mean the same as 'social housing'. Some research projects from other contexts have recommended using 'social homes' as the frame of a 'home' has more helpful connotations (e.g. warmth, security, belonging) than 'housing'. However, this was not tested in our research so which term you choose to use is up to you.

Approach

The results and recommendations outlined in this guide are based on the  **Common Cause approach** to community engagement. This approach is based on research from the fields of social psychology, cognitive linguistics, and applied psychology.

This research found that most people can think about any issue from multiple and often conflicting perspectives. Importantly, these different perspectives operate mostly at a subconscious level, which means people's attitudes and behaviours are often driven by factors beyond their conscious awareness.

One way to assess the likely helpfulness of one perspective over another is to consider the **values** at play. Certain values are associated with pro-social beliefs, attitudes, and behaviours (known as intrinsic values), while others are associated with the opposite¹ (known as extrinsic values).

In addition to leveraging the science of values, the approach borrows from the burgeoning field of cognitive linguistics. This recognises the importance of subtle cues in language (or **frames**) that strongly influence how people think about issues at a subconscious level.

To see how this approach translates into various other issues like health and urban planning, see the resources on this page:

 www.commoncause.com.au/resources

1. See  [The Common Cause Handbook](#) for a more comprehensive explanation of values based messaging.

Methodology

Common Cause Australia conducted 16 half-hour **interviews** with social housing advocates from various disciplines. We also interviewed four advocates with **experience** of living in social housing. We collected 3,860 samples of public messaging and discussions around the topic area dating back several years, from over 150 publicly available Australian sources. These included advocate websites, Council documents, media articles, social media, television shows and public commentary.

These language samples were coded for common framing elements including metaphors, key terms, story logic and values. A **discourse analysis** was then conducted to identify dominant patterns in the way the different sources reasoned about social housing.

Council staff from the Charter Group of Councils carried out five focus groups in their respective LGAs, and the Community Housing Industry Association (CHIA) VIC generously shared findings from two focus groups they ran in December 2023. We thank the Victorian Public Tenants Association for facilitating a focus group of advocates with living experience of social housing that also informed our research.

Additionally, we conducted quantitative **message testing** using a sample of 1,201 residents of Victoria drawn from a commercial research panel. Fieldwork was conducted in February 2024. The 15-minute survey included a range of question formats – including forced-choice² and split-sample³ questions. We also tested five 30-second audio-recorded messages in which participants moved a dial up and down on their screens as they listened to the messages to indicate their level of agreement with what they were hearing in each moment. This provided us with a word-by-word view of the persuasive effect of the messages we tested and allowed us to isolate specific words and phrases that most resonated with audiences.⁴

Social housing is housing that is rented to low-income households with rent capped as a percentage of their income.

2. Forced choice questions force respondents to choose between one of two statements with no option to skip or opt out of the question. This allows us to assess the strength of opposing frames relative to each other – for example, to assess whether a promising advocate message is more or less powerful than a common opposition message.
3. Split sample questions split the entire sample into two random groups and present each with different versions of the question. These questions are used to assess the impact of using different words or frames on people's responses.
4. For a copy of the survey questionnaire and/or the raw data generated from the message testing, please contact [✉ mark@commoncause.com.au](mailto:mark@commoncause.com.au)

Segmentation

To aid with analysis, we scored respondents based on their answers to a range of key questions and used this to segment the sample into three 'attitudinal' groups:

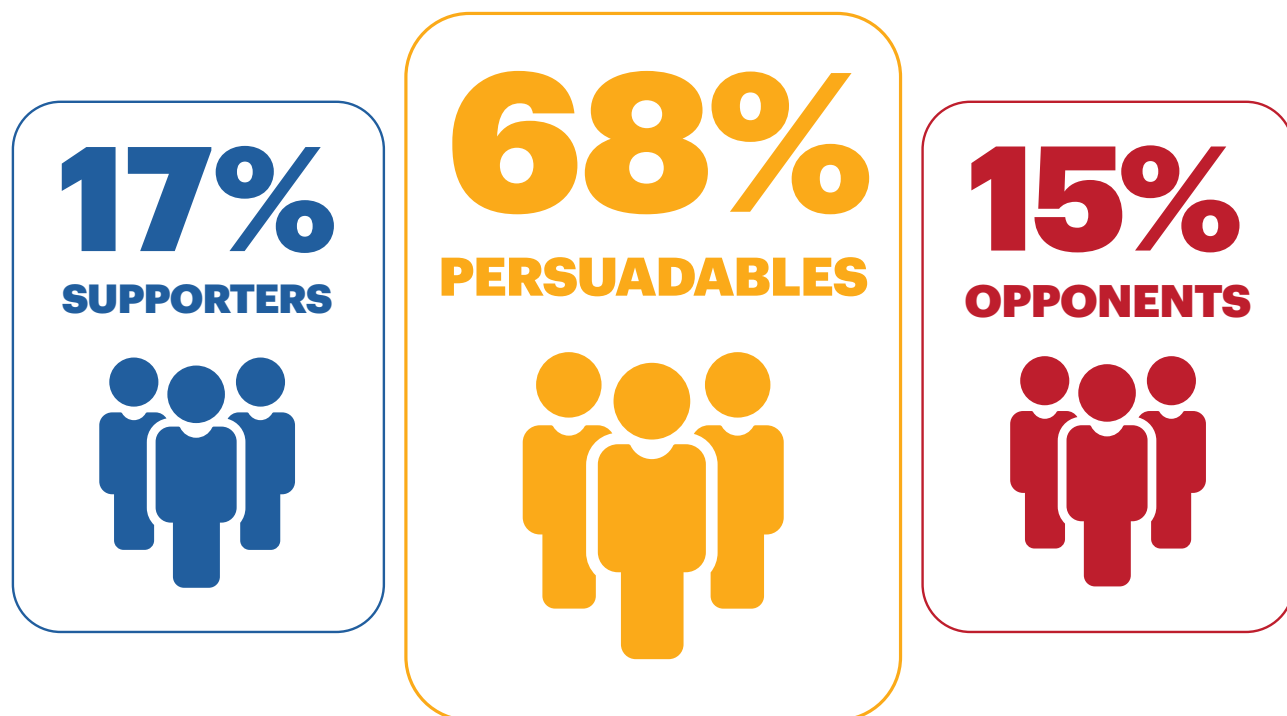
Supporters were those who tended to express supportive attitudes for social housing in general and felt most comfortable with social housing being located near them.

Persuadables were those who toggled between supportive and oppositional attitudes for social housing depending on how the issue was framed.

Opponents were those who expressed the least enthusiastic attitudes to social housing in general and were more likely to strongly disagree with social housing being located near them.

In analysing the survey responses, we paid close attention to the messages and frames that most effectively toggled **Persuadable** audiences into a supportive frame of mind – given that this group is both the largest segment and the most persuadable. We also need our messages to inspire **Supporters** to advocate with friends and neighbours for social housing. **Opponents** are very unlikely to be convinced to support new social housing in their neighbourhood but might be persuaded not to take direct action to oppose it.

We found no significant difference between Supporters, Persuadables or Opponents based on gender. Opponents were marginally more likely to be older, but only to a minor degree.



We found larger correlations based on:



Political orientation

People who said they would vote for the Liberal party or independents were more likely to be Opponents, while Labor and Greens voters were overrepresented as Supporters.



Household income

People who earned \$180,000 or more were more likely to be Opponents.



Owning a home vs renting

People who owned their own home were more likely to be Opponents, while rented were far more likely to be Supporters.

For more strategic insights from the survey, see the **Appendix on page 20**.

We found no significant difference between Supporters, Persuadables or Opponents based on gender.

Top Tips



Based on this and past research, we have developed a number of messaging tips that will help build support for social housing amongst Persuadable audiences.



TIP #1

Use values, not facts, to persuade

People are driven more by **values and emotions** than they are by facts, studies, or statistics when it comes to both their beliefs and their behavioural intentions.

Even when presented with empirical evidence compiled by experts, people will reject facts if they do not *feel* right. This can often be the case where people's existing beliefs or behaviours are challenged by the new information. In order to make our messages convincing, we therefore need to frame social housing in a way that activates helpful values.

What are values?

Values are guiding principles in life. They play a crucial role in shaping our motivations and actions. Researchers have identified 58 values that everyone shares.⁵ These values cluster into 10 categories.

Among these values are **INTRINSIC** values, which are considered inherently rewarding and include **UNIVERSALISM, BENEVOLENCE** and **SELF-DIRECTION** values:

Research suggests that these values are associated with more pro-social and environmentally conscious attitudes and behaviours, as well as improved personal well-being.

In contrast, **EXTRINSIC** values, such as success, and social recognition, are based on external validation or reward and include the **POWER** and **ACHIEVEMENT** values segments. These values are linked to reduced pro-social and environmental attitudes and behaviours, as well as lower levels of personal well-being.⁶

While most people have the capacity to see an issue from multiple perspectives, our context and experiences have a significant impact on which values guide our attitudes and behaviours at any given moment.



UNIVERSALISM

Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature.



BENEVOLENCE

Preserving and enhancing the welfare of those with whom one is in frequent personal contact.



SELF-DIRECTION

Independent thought and action – choosing, creating, exploring.

5. Schwartz, S.H. (1992). Universals in the content and structure of values: theoretical advances and empirical tests in 20 countries. *Advances in Experimental Social Psychology*, 25; Holmes, T. 2011.

6. Dittmar H, Bond R, Hurst M, Kasser T. The relationship between materialism and personal well-being: A meta-analysis. *J Pers Soc Psychol*. 2014 Nov;107(5):879–924.

Priming

A technique known as **values priming** can be used in messaging to activate a particular value in our audiences, thereby influencing their subsequent thoughts and actions. Priming means influencing the way someone thinks about an issue by activating specific values in the moment.



Priming helpful values

Helpful values for messaging on social housing include BENEVOLENCE values like family love, as well as UNIVERSALISM values like equality (everyone needs a good place to live) and social justice (we all have a shared responsibility to make our communities better).



Avoiding unhelpful values

Unhelpful values for messaging on social housing include WEALTH values, which can put people in an individualistic, 'me-first' mindset. This includes references to 'helping the economy', 'boosting businesses', or discussion of property values.



MESSAGING EXAMPLES

FROM

Building more social housing will help our local economy. It will address worker shortages for local businesses and make our area more prosperous, which in turn will raise property values.

TO

Creating more homes for people who need to pay lower rent will make our neighbourhood a better place for all of us, no matter how much we earn. It will keep families together and enable people who have put down roots here to stay in the area and contribute to the community.

FROM

Stable investment in social housing is widely endorsed both internationally and by local economic planning bodies.

TO

We can all play a part in making our community a place that works for everyone. By welcoming more social homes, we can ensure that our area is somewhere people are accepted for who they are, not who they pay their rent to.

FROM

Social housing is a way to make our community economically successful.

TO

Social housing is a way to make our community somewhere people can thrive, not just survive.

In short: Don't rely on facts alone to make your case – use emotive language that primes helpful intrinsic values.



Use relatable human stories to boost empathy and reduce stigma

Our research found that audiences related to stories of individuals more than generalised information about groups of people. Human stories boost empathy and allow people to imagine themselves in the same situation. Highlighting universally shared struggles and hopes could reduce harmful stereotypes and stigma against social housing residents. Make sure you ‘show, don’t tell’: use tangible real-world examples like ‘putting food on the table’ rather than abstract ideas like ‘poverty alleviation’. Put people front and centre of all your messages.

Avoiding stigma

Take care to avoid language that implies people without a secure home are in some way to blame. This might include passive phrases like ‘losing their home’ or ‘lacking the means to pay rent’. Make sure that you actively spell out the cause of someone being without a home (see the **Message Framework on page 16** for more on this).

Use **strengths language** (such as stories about social housing tenants who are giving back to their community through volunteering) that highlights the efforts of people to give themselves and others a better life. Avoid deficit language like ‘the most vulnerable’ or ‘welfare dependent’ that implies social housing tenants or those in need of a home are helpless, lazy or unintelligent.

Along with stories about people who would benefit from access to more affordable homes, amplify the voices of those who are already living in social housing. Tell stories about people who are able to build good lives because they have a stable home, but also highlight the hurtful effect of stigma and stereotyping on social housing residents.

As far as possible, engage directly with people with living experience of social housing to provide resources and support so that they can tell their own stories on their own terms.



MESSAGING EXAMPLES

FROM

High housing wait times and lack of affordable properties exacerbate poverty and inequality for disadvantaged people.

TO

Trinh, a 25 year old nursing student, says: “I’m living in a motel with my kids while I wait to hear if I’ll get a social housing place. It would truly change our lives – I could get the kids settled at school, make friends nearby and look for a permanent job”.

FROM

Social housing allows vulnerable domestic violence victims to access the employment market and be referred to support services.

TO

“My name’s Jaz. When I left a violent relationship, I was determined to rebuild my life. Now I’m settled in my own studio apartment, I’ve found a great counsellor and I’m starting work as a classroom assistant next week. I now feel optimistic for the first time in a long time.”

In short: Use relatable human stories that empower social housing residents to speak for themselves.

 **TIP #3**

Frame social housing as a foundation, not a safety net

The metaphor of housing as a FOUNDATION was the most successful in our message testing. Describing social housing as a 'foundation' from which we can build *up* our lives worked better than calling it a 'safety net' that we land in when we fall *down* to rock bottom.

A house can be described as a foundation for all the other essentials of a good life, like community, education and employment. Past research has found that talking about housing as a foundation for health works particularly well with general audiences.

But be careful to stay away from narratives that frame housing as a problem for individuals or imply that individual choices and effort determine people's housing situation. Instead, talk about housing as a whole of community issue, and a foundation for inclusive suburbs and towns and a fairer society as well as individual ambitions.



MESSAGING EXAMPLES

FROM

Social housing provides a safety net for people who have fallen to rock bottom. By working hard, they can gain opportunities to succeed in life.

TO

A secure home is the foundation on which we build so many things: good health, an education for our kids and the chance to be a part of the local community. When everyone has a home that meets their needs, our neighbourhoods become better places to live for all of us.

FROM

Housing is an essential part of the social safety net.

TO

Having a home is the foundation of a good life.

***In short:* Describe social housing as a foundation to build on, both for people who live there and their wider community.**



TIP #4

Provide a positive vision of new social housing

Our research found that the majority of the general public assumes social housing is bad quality and poorly maintained. We also know that people like solutions more than they like problems. We therefore recommend creating a positive vision of future social housing, rather than simply emphasising present problems like the housing crisis.

Our message testing found that audiences responded well to positive messages about the high quality of modern social housing.

Use real life examples to show that new social housing is high quality, innovative, built to the same standard as private housing, and well managed. This might include images or design mock-ups of similar homes built elsewhere, along with personal stories from those who live in or near them.

Put modifiers such as 'new', 'modern' and 'today's' in front of the phrase 'social housing' to signal that it is different from the past.

Other positive features of social housing that were received well by our testing audiences included:

Access to support. If proposed community housing developments include referrals to services like mental health counselling or employment support, then it's a good idea to emphasise these features in your communications.

Low density. Audiences want social housing to comprise low rise buildings that 'blend in' to the neighbourhood and aren't distinguishable from other types of housing.

Closeness to amenities. Audiences indicated that access to amenities like shops, schools, public transport and health and support services was a high priority.

Not for profit. Participants in the focus groups carried out on behalf of CHIA Vic said that they felt more positive towards housing developments that were managed by not for profit organisations than those run by private companies.



MESSAGING EXAMPLES

FROM

New social housing is nothing like the ugly and poorly maintained Housing Commission buildings elsewhere in our area.

TO

Modern social homes are designed to look the same as any other dwellings. They are well maintained with regular services like landscaping, and located for easy access to shops and transport.

FROM

New social housing doesn't leave tenants out in the cold if they need help, as it did in the past.

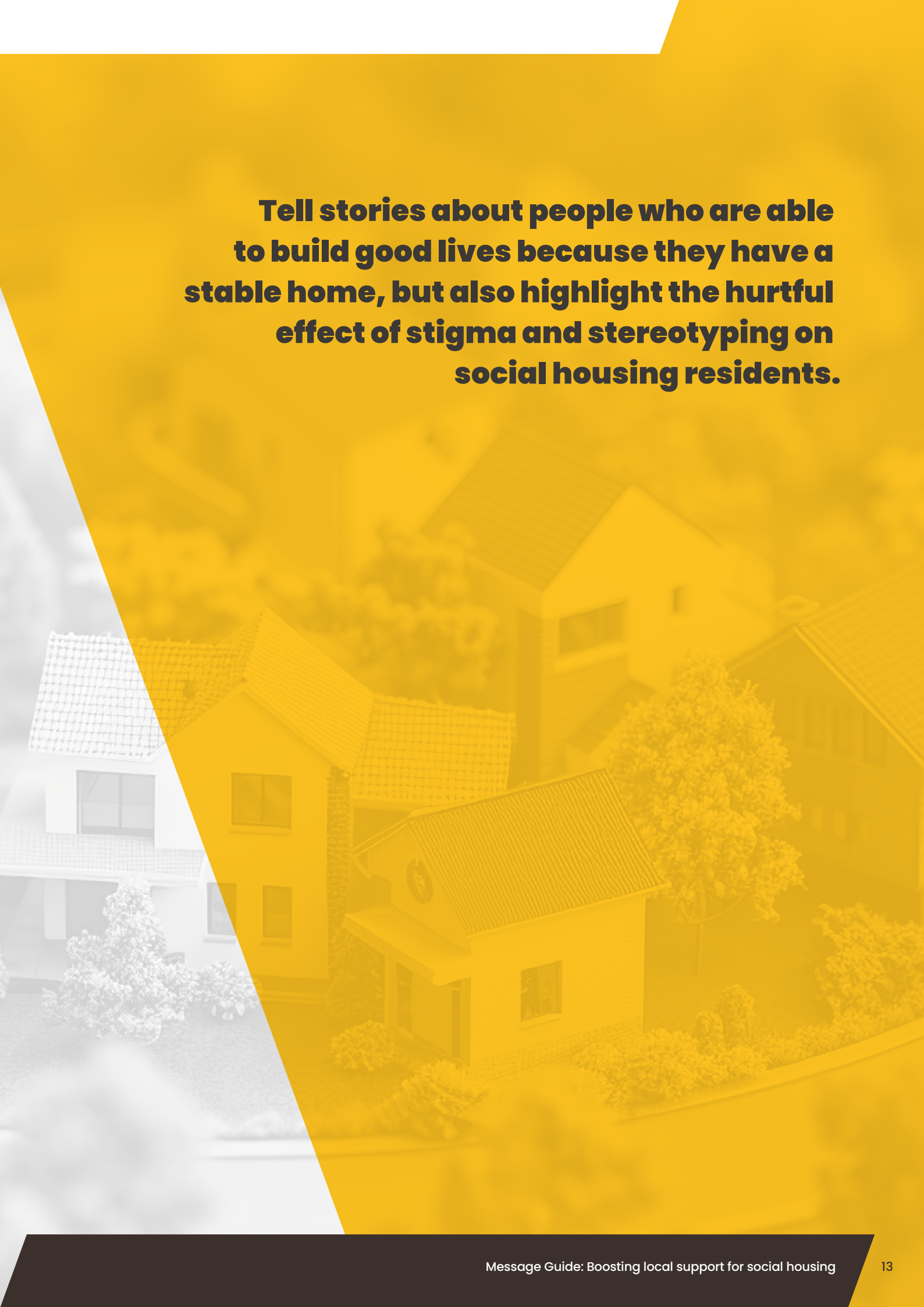
TO

People like Tom who live in today's social housing can connect with services like counsellors or job advisors when they need to. As well as providing a secure place to live, Tom's social home supports him as he brings up his kids, gets to know his neighbours and settles into his new community.

Note: avoid language that demonises past public housing – this will only create unhelpful associations and could lessen support for state-funded public housing, as well as increasing stigma against public housing residents.

***In short:* Highlight the many good features of modern social housing, without criticising past housing developments.**

Tell stories about people who are able to build good lives because they have a stable home, but also highlight the hurtful effect of stigma and stereotyping on social housing residents.





TIP #5

Normalise support, not opposition

People are more likely to accept an idea if they believe most other people accept it too. This tendency to 'follow the herd' is particularly true among Persuadables (people who do not already hold strong opinions one way or another on an issue). One way to increase support for an idea, therefore, is to point out that other people already support it. This is often referred to as *social norming*.

Our surveys show that even in their own neighbourhoods, the majority of people ARE supportive of social housing. Reinforce this fact in your messages by highlighting the perspectives of local residents who *do* support social housing, and encouraging them to share why it matters to them.

On the other side of the coin, avoid giving any attention to the Opponents' point of view. This means not repeating their arguments, even to mythbust, debunk or deny them. This will only spread their message further and make their ideas more salient.

If you find yourself in a direct conversation with someone you see as an Opponent (e.g. at a community event), these message tips still apply.

Often perceived Opponents are actually Persuadables, and in any case anyone else listening who might be Persuadable will benefit from these ways of framing our messages.

If confronted directly with misinformation, you can use a technique called the '**Truth Sandwich**':

Start with the truth: Begin the communication with a clear, values-based message, framing the issue in the way you want it. State the facts in a positive and straightforward manner.

Address the misinformation: The second layer of the truth sandwich involves addressing the false claim or misinformation directly. Flag that a lie is coming before you mention it. Avoid repeating the lie explicitly, as repetition can inadvertently reinforce it in people's minds. Instead, acknowledge that there are alternative claims which might be due to misunderstandings or deliberate malice.

Reiterate the truth: End the communication by restating the truth from the beginning. This helps reinforce the accurate information and leaves the audience with the correct message in mind.



MESSAGING EXAMPLES

FROM

Some are claiming that the proposed social housing development will create a pocket of disadvantage and crime in our neighbourhood and drive down property values. This is not true because we only have around 2% social housing in this area, and only 12 more units are planned.

TO

Most of the people we are hearing from are very comfortable about the fact our community will be getting more homes that local families can afford to rent. They know it means their friends and neighbours won't have to leave the area because of the housing crisis.

***In short:* Tell the stories of people who DO support social housing and avoid repeating the claims of people who don't.**

TRUTH SANDWICH EXAMPLE



RADIO SHOW HOST

Many local people have called in and said they are concerned because a social housing development always leads to increased crime.

YOU

Social housing is a way for people to get a solid foundation and get on with their lives.

Local people who live in social housing – that is probably many of your listeners right now – hear these kinds of myths and they feel real hurt and real stigma. I don't think any of us would like to hear ourselves talked about like that.

The social housing we're proposing is not only well built, it comes with access to support so that tenants can get help if they are going through hard times in life. And that means in turn that they are able to give back to the community, for example by volunteering or just simply helping out their neighbours.



Message Framework



We recommend using the Vision–Barrier–Action message framework. This framework leads with a clear **vision** of what we want and the values at stake, the **barrier** to achieving that vision, and the **action** or solution required. It has been proven to help people understand the benefits of change for everyone and build a believable story that elicits action.

VISION



Describe an attractive and relatable vision both you and your audience would value.

This is a positive **outcome** that will result if the action is taken, which engages intrinsic values.

BARRIER



Point to what stands in the way of that vision and explain who is responsible for it.

This is where we define both the **problem** and the **actor(s)** responsible.

ACTION



Tell your audiences *what* can be done to overcome the barrier and *why* it must be done now.

This explains **how** the action will address the barrier and **who** is responsible for doing it.

If we want to persuade, we need to present an inspiring vision of the world we want, rooted in helpful intrinsic values. It's useful to describe this as something positive, rather than the absence of a problem.

When we do describe the barrier to our vision, we need to assign a human cause, so that our audiences don't see the barrier as immovable. We should also include a clear action that our audiences can get behind.

We should also include a clear action that our audiences can get behind.

The Vision-Barrier-Action story framework is suitable for both long and short messages.
Here's an example of a longer message:



Vision

We can all agree that a stable home is a solid foundation for life. When we have the housing we need, we can tackle whatever challenges come up and build a future for ourselves and our children.



Barrier

As rents and mortgage rates continue to climb, the cost of living and housing crisis – and the lack of an adequate government response – means that too many families are left unable to afford anywhere suitable to live. More social housing is needed to make sure people from all backgrounds can live in a decent home.



Action

We can help those who are doing it tough because of the housing crisis by welcoming more social housing in our own neighbourhoods.

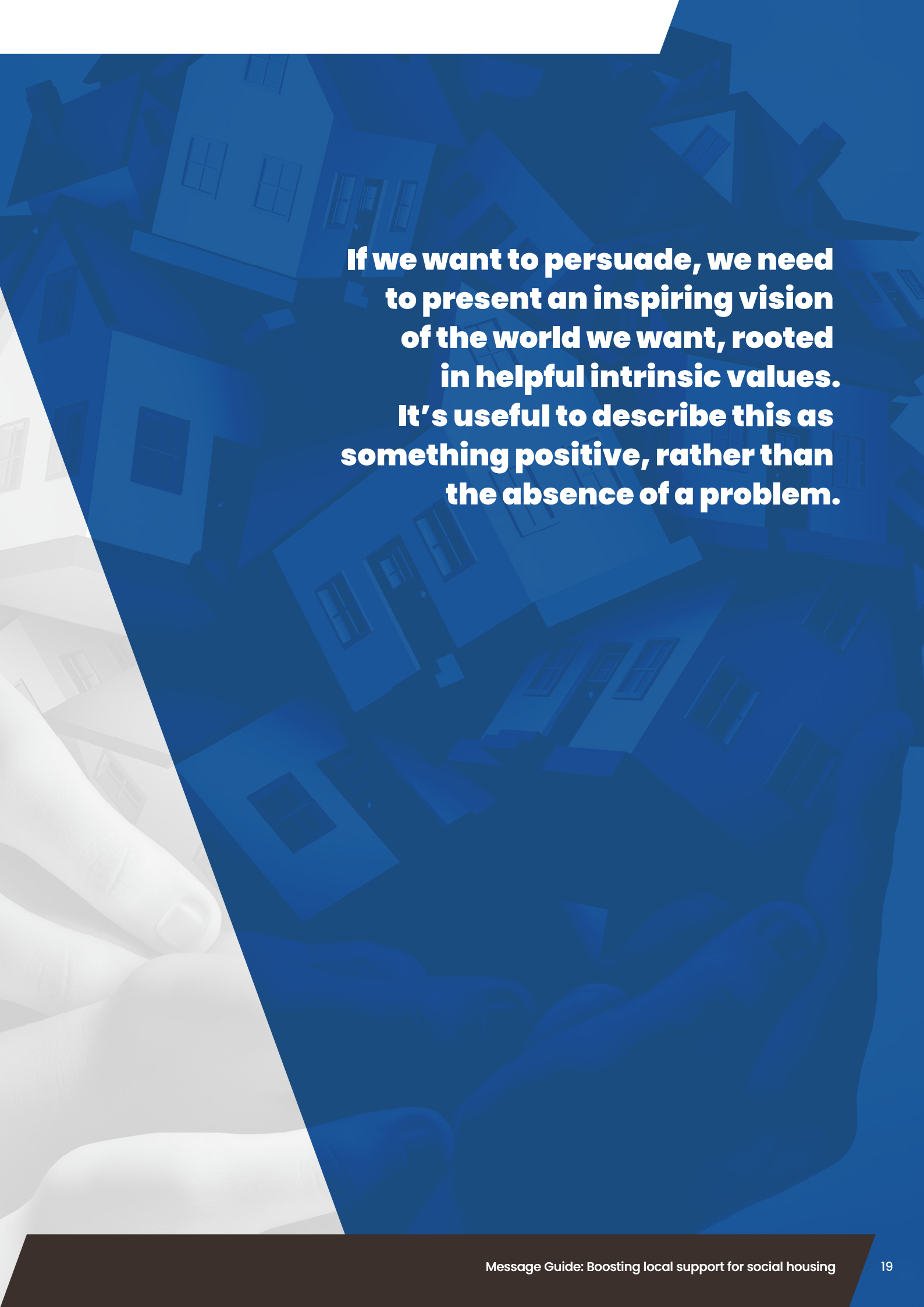
And the shorter version:

A stable home provides a solid foundation to build a good life. But government policies aren't addressing inequality, meaning too many people are left without anywhere decent to live. Social homes help those doing it tough – and we can all help by welcoming new social housing to our neighbourhoods.

Words to embrace and replace



Replace	Embrace	Why?
<p>Lose/lack e.g. 'people losing their homes' or 'lacking the money to rent'.</p> <p>People 'spending too much money on rent'.</p>	<p>Homes being taken out of people's reach – e.g. landlords charging too much, employers not paying adequate wages to cover rent, governments freezing Centrelink payments.</p> <p>People having to choose between paying rent and putting food on the table.</p>	<p>Addresses stigma by making it clear that people without secure housing are not to blame.</p>
<p>Housing gap/divide</p>	<p>Housing imbalance, inequality</p>	<p>Reduces stigma by making housing a whole of society problem – not something that happens to people far away on the other side of a gap. Introduces the idea of a solution (what's out of balance can be rebalanced).</p>
<p>The rental market means homes are unaffordable.</p> <p>The cost-of-living crisis is forcing people into homelessness.</p>	<p>Successive governments have not invested in social housing, so there aren't enough homes for those who need them.</p>	<p>Give problems a human cause, otherwise audiences won't see that humans can change them.</p>
<p>The homeless, the most vulnerable, desperate families, the needy, the disadvantaged</p>	<p>People dealing with huge challenges, surviving bad circumstances, trying their best to keep their families together.</p>	<p>Address stigma and increase support by avoiding deficit language and replacing it with strengths language.</p>
<p>Housing as a safety net</p>	<p>Housing as a strong foundation</p>	<p>Audiences prefer this metaphor and doesn't put people without housing 'below' others.</p>
<p>Properties, buildings.</p> <p>Building/developing housing.</p>	<p>Homes, places where people live.</p> <p>Creating homes.</p>	<p>Reduces the idea of housing as only a commodity or a consumer product. Centres human beings, not bricks and mortar.</p>
<p>Housing as a basic need</p>	<p>Housing as a public service/essential infrastructure.</p>	<p>'Basic need' suggests any kind of shelter will do. 'Public service' makes it everyone's concern and a rightful priority for funding.</p>
<p>Right to housing, human rights</p>	<p>Homes as something we all need to live good lives.</p>	<p>Rights language could backfire, suggesting 'property rights' and playing into Opponent frames. It doesn't build empathy.</p>
<p>The financial cost to taxpayers of homelessness/insecure housing</p>	<p>The effect on our community when people can't find homes for their families.</p>	<p>Use helpful intrinsic values like equality or family love, rather than extrinsic values like wealth.</p>



If we want to persuade, we need to present an inspiring vision of the world we want, rooted in helpful intrinsic values. It's useful to describe this as something positive, rather than the absence of a problem.

Appendix



Strategic insights

Our research unearthed a number of strategic insights that may be helpful when planning public communications on proposed social housing developments.

Supporters are far more likely to prioritise INTRINSIC values

95% of Supporters – people who scored most highly on support for social housing – said that ‘intrinsic’ values like loyalty, honesty, equality and social justice were more important to them than ‘extrinsic’ values (like wealth, success or ambition). By contrast, only 68% of Opponents said intrinsic values were more important to them.

To turn Persuadables into Supporters, we will need to prime their intrinsic values. See Tip #1 for how to do this.

Not everyone agrees on the definition of ‘social housing’

Only 32% of respondents understood the term ‘social housing’ as being ‘the same as public and community housing’. 49% thought it was ‘similar to public and community housing’ and 19% thought it was different to public and community housing. Advocates who had experience of living there also thought ‘social housing’ meant something different from public housing, although their definitions were not all the same.

To make sure audiences understand what we mean, we should provide an explanation of the term ‘social housing’ during or before our messages.

Not many people have had negative experiences with social housing

Unsurprisingly, Opponents were more likely to say they have had negative experiences with social housing, while Supporters are least likely to have done so. But less than 30% of our respondents reported that they had ANY experience of living near social housing. And only 10% have had a negative experience: most reported their experiences as positive or neutral.

How likely someone is to oppose a proposed social housing development appears to be more a product of their ideology than their direct experiences.

Support for social housing declines the nearer to home it gets

Overall, 76% of respondents agreed that ‘we need more social housing in Victoria’. But only 59% agreed that ‘we need more social housing in my local council area’. However, despite a large drop in support, this is still a clear majority. 30% of respondents felt neutral about the idea of more social housing in their LGA.

The primary concerns expressed by respondents at the prospect of living close to social housing were:

- **Anti-social behaviour and crime:** a top three concern for 37–39% of Persuadables.
- **Decreased property values:** a top three concern for 45% of Opponents but only 20% of Persuadables.
- **Parking:** a top three concern for 23% of Persuadables.

The CHIA Vic focus group participants noted that their unease at having social housing near their own homes was based on a 'default prejudice' about social housing residents and recognised this more based on stigma and stereotype than direct experience. Participants described themselves as being uncomfortable or ashamed of this and expressed a wish to be freed from this prejudice by better stories about social housing.

To change people's minds about social housing, we need to present positive and relatable stories about social housing residents – ideally told in their own words. See Tip #2 for how to do this.

People understand that social housing has changed

Almost half of respondents agreed that social housing is better quality and better managed now than in the past. Only 15% disagree. Respondents' top priorities for design of new housing are:

- Close to amenities like shops, services and public transport
- Built to the same standard as private dwellings, blends into the neighbourhood
- Low rise/low-density
- Includes access to support services like mental health counselling or employment help.

To build support for social housing, we need to build on existing beliefs that today's social housing is high quality and provides support (see Tip #4 for more).

Almost half of respondents agreed that social housing is better quality and better managed now than in the past.

About the Charter Group

Comprises of 13 councils from the middle and outer ring, south and east suburbs of metropolitan Melbourne, an area of over two million people. The councils are Bayside, Casey, Cardinia, Frankston, Greater Dandenong, Kingston, Knox, Manningham, Monash, Maroondah, Mornington Peninsula, Whitehorse and Yarra Ranges.

The group works with the Municipal Association of Victoria, Homes Victoria in the Department of Families, Fairness and Housing, the Eastern Region Group of Councils and the Eastern Affordable Housing Alliance.

The Group was initiated by Monash Council in 2019 to make a difference for the 22,000 Victorians experiencing homelessness – of which over a third (7,916 Victorians) are in our council areas.

As a group we highlight regional issues associated with homelessness and social housing; advocate for systemic reforms to prevent homelessness risks from occurring; and work to improve our responses when they do.

[Regional Local Government Homelessness & Social Housing Charter Group \(Victoria\)](#)



Printable Summary

#1 Use values, not facts, to persuade

People are driven more by values and emotions than they are by facts, studies or statistics when it comes to both their beliefs and their behavioural intentions.

#2 Use relatable human stories

Audiences relate to stories of individuals more than generalised information about groups of people. Human stories boost empathy and allow people to imagine themselves in the same situation.

#3 Frame social housing as a foundation

Describing social housing as a 'foundation' from which we can build *up* our lives works better than calling it a 'safety net' that we land in when we fall *down* to rock bottom.

#4 Provide a positive vision of new social housing

Create a positive vision of future social housing, rather than emphasising present problems like the housing crisis. Use real life examples to show that new social housing is high quality, innovative, built to the same standard as private housing, and well managed.

#5 Normalise support, not opposition

Highlight the perspectives of local residents who *do* support social housing, and encourage them to share why it matters to them.



Graphic Design

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