

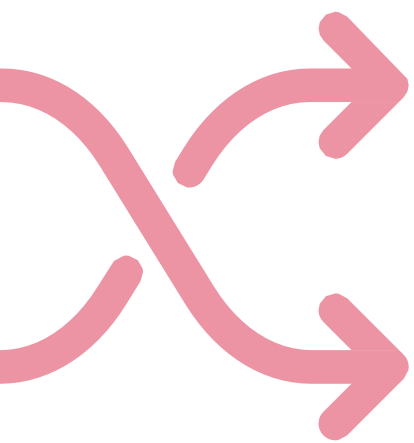


RAISE THE RATE

MAKE NEWSTART WORK

SOCIAL MEDIA KIT





CAMPAIGN ONLINE

Have a social media account? Help build the Raise the Rate campaign online so that the message gets out there to more in the community. Connect with ACOSS on twitter and facebook and use the #raisetherate hashtag when sharing and posting.

KEY MESSAGES

- If you think it's a struggle to scrape by on Newstart, you are right - \$40 per day is just not enough.
- Newstart has not been increased in real terms in 25 years, while living costs for people on low incomes have gone through the roof.
- Raising the rate by about \$10 a day will get Newstart working, helping people get through tough times and find suitable paid work.
- Raising the rate will mean people can focus on their futures rather than being totally consumed with a situation of financial crisis.

KEY FACTS

- More than 800,000 single people receive Newstart, Youth Allowance or another allowance.
- Australia has the lowest rate of unemployment payment in the OECD (in the initial stage of unemployment).
- There is just one job available for every eight people looking for one.
- Two-thirds of people receiving Newstart have done so for 12 months or more.

twitter

- Use the hashtag #raisetherate and follow @ACOSS to share latest posts.

facebook

- Like the ACOSS facebook page, share Raise the Rate posts and keep up to date with the campaign.

Join the campaign

- Sign up to the campaign at www.raisetherate.org.au and share this page on social media and with family, friends and colleagues.