



5 February 2014

Government House location for Vinnies CEO Sleepout 2014

This year's CEO Sleepout will be held in the prestigious grounds of Government House, as the Governor of South Australia opens his gates and grounds to participants on Thursday 19 June 2014.

This year's participants will 'bunk down' for the night in the grounds of one of Adelaide's most beautiful addresses as His Excellency Rear Admiral Kevin Scarce welcomes Vinnies CEO Sleepout participants into the grounds of Government House.

"It is my pleasure to welcome Adelaide's CEOs, business leaders and community leaders to sleep out in the grounds of Government House to support the fine work that Vinnies does with those facing challenging and difficult times in our community" said His Excellency.

South Australian CEOs, politicians, managing directors and community leaders are once again getting behind Vinnies' annual CEO Sleepout to raise awareness and important funds in support of essential homeless services.

Adrian Swale, Partner at Minter Ellison, and participant in the Vinnies CEO Sleepout said "it is a wonderful feeling to be able to give back by supporting this event. One night sleeping rough is nothing compared to the hardships many in our community face on a daily basis."

Helen Wachtel whose family member lived on the streets for the majority of his adult life and who was supported by Vinnies amongst other agencies said "the people who volunteer with Vinnies he saw almost every day, they became his family. At the service following his death, the church was full, full of people in similar situations as he was, and volunteers from Vinnies and the likes. It was humbling and comforting at the same time as I got to meet the warm and welcoming street community that he was a part of."

Helen continues "I believe it is very easy to think 'oh they are the homeless, there're there because they are a bit rough and ready', but I know my brother had a story and he was there not by choice initially, and I think there are a lot of people in his situation."

Last year CEOs from leading South Australian businesses braved the elements and slept outside for one night during winter to experience just how tough it is for the thousands that sleep rough every night. Since the inaugural Vinnies CEO Sleepout, Australian executives have raised over \$8 million to support our work with those facing homelessness.

This year Vinnies aim is to have an even greater support from the South Australian business community.

David Wark, CEO, the St Vincent de Paul Society (SA) says registering for this year's CEO Sleepout in the grounds of Government House is simple. "CEOs keen to participate simply log onto ceosleepout.org.au and fill out the registration form under the *Get Involved* tab. They can then direct family, friends, colleagues and contacts to the website to sponsor them for sleeping one night out in the cold. Those who have always thought of participating but keep finding 'excuses' not to brave the elements for one night, well, this year is the year to do it."

Homelessness – the facts and key messages

- There are more than 105,000 Australians homeless every night, including 7,500 families.
- More than 12,000 Australian children under the age of 12 have no home.
- A further 22,000 young people aged 12 to 18 are homeless, most of them estranged from their families.
- Most families who are homeless are women and children escaping domestic and family violence.
- 44% of homeless Australians are staying temporarily with family and friends; 20% are living in boarding houses and other temporary accommodation; and 18% are sleeping rough on the streets.
- Homelessness Australia estimates there are "over 1,300 homeless assistance services across Australia. Each year the homeless service system provides almost 3 million nights of accommodation.

Launch Details

- When: 10.30am at Government House
- Where: Entry via main gates corner of North Tce and King William Street
- Who: David Wark, CEO, the St Vincent de Paul Society (SA); Brian Spencer, State President, the St Vincent de Paul Society (SA); Adrian Swale, Partner Minter Ellison; and Helen Wachtel.

Photo opportunity with His Excellency Rear Admiral Kevin Scarce AC CSC RANR, Adrian Swale and Helen Wachtel in the grounds of Government House – location of the 2014 Vinnies CEO Sleepout.

Interviews and news grabs available.

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