



27 March 2014

Vinnies calls for action on housing affordability as it launches the 2014 Vinnies CEO Sleepout

The St Vincent de Paul Society will use the launch of the 2014 Vinnies CEO Sleepout, to be held on Wednesday 2 April, to call on government to address the growing housing affordability crisis; a leading cause of homelessness in Australia.

In NSW, there are 28,190 people experiencing homelessness every night. The last census saw a 64% increase in the number of people living in severely crowded dwellings.

St Vincent de Paul Society NSW CEO, Michael Perusco says that ensuring more affordable housing is vital if people are to escape the cycle of disadvantage and homelessness. "Improving access to safe, secure, affordable and well-located housing means better outcomes in areas such as health, education, employment and community inclusion. If we want to assist people to move out of homelessness into community or independent housing, or prevent homelessness from happening to people in the first instance, addressing housing affordability is a crucial part of that process," he says.

The St Vincent de Paul Society NSW President, Ray Reynolds says, "It is very worrying to the Society that members are seeing an increase in demand for assistance from people living in private rental properties. It shows that the impacts of high rents are pushing people further into disadvantage and putting them at risk of homelessness."

Leading CEOs from industries as diverse as media, music, hospitality, telecommunications and retail will join the launch and ask other CEOs to join them in sleeping rough for one night to address homelessness. Participating in the launch will be a number of leading CEOs including Nicholas Gray, CEO, The Australian and Dan Rosen, CEO, ARIA; both sleeping out for the first time.

The **9th Vinnies CEO Sleepout will take place across the country on Thursday 19 June** in Sydney, Melbourne, Brisbane, Perth, Canberra, Adelaide, Hobart, Darwin, Wollongong and Newcastle. Already some of the country's top business and community leaders have registered to take part this year including: George Frazis, St George Banking Group; Holly Kramer, Best&Less; Ashley Spencer, Vice President Hilton Australasia; Dan Rosen, ARIA; Mark Newman, Orotan; Jeremy Simpson, Southern Cross Austereo; Paul Nicolaou, Australian Hotels Association; Sam White, Loan Market; John Slack-Smith, Harvey Norman; Steve Lewis, Nokia; Peter McIntyre, Transgrid; Stephen Porges, SAI Global Limited; Peter Switzer, SKY Business News; and The Hon. Christopher Pyne, Member for Sturt.

Launch Details

When: 11.30am Wednesday 2 April 2014

Where: Shannon Reserve – Corner of Foveaux and Crown Streets, Surry Hills

Who: Nicholas Gray, The Australian; Dan Rosen, ARIA; Paul Nicolaou, Australian Hotels Association; Steve Lewis, Nokia; Peter McIntyre, Transgrid and other leading CEOs.

What: CEOs will don beanies and sleeping bags as launch the 2014 Vinnies CEO Sleepout

Photo and interviews opportunities available.

Media contact: Yolanda Saiz | 0417 446 430