



Media Release

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Kate Ceberano & SA's business community partner to fight homelessness and support women in crisis

Kate Ceberano has partnered with Vinnies SA to host the seventh Vinnies CEO Sleepout in Adelaide, which aims to increase awareness of homelessness and raise funds for Vinnies work supporting the most vulnerable in the community.

Last year's SA Sleepout raised \$629,000 and Vinnies SA is aiming to exceed this figure with 64 of Adelaide's business leaders already signed up to the event to be held on June 29 at Government House.

David Wark, CEO, St Vincent de Paul Society SA, says the Society in SA has made a conscious decision this year to become more involved in assisting women in crisis.

"Of the South Australians supported last year through our home visits and provided with food, clothing and emergency funds, 15,500 were women and 22,500 children." Mr Wark said. "Contrary to the stereotypical image of homeless people being men, women are at higher risk of homelessness for a number of reasons including financial and domestic violence."

Vinnies SA is aiming for 150 participants in this year's CEO Sleepout, which will be instrumental to the Society achieving its goals in assisting thousands of South Australians this year.

"This event is our major fundraiser and we are extremely grateful to our participants and their supporters who understand the importance of our work and want to be involved." Mr Wark said.

Nick Reade, CEO of BankSA, has participated in three Vinnies CEO Sleepouts and was SA's highest fundraiser each time. He was also the nation's highest fundraiser in 2016.

"I strongly encourage all CEOs to register and take part," Mr Reade said. "Not only is it a unique event that provides a small glimpse into what it's like to be homeless, but you can hold your head up high in knowing that you have done something to help South Australians who are doing it tough."

Mr Reade commends Vinnies SA's focus this year on supporting women in crisis. "It's tragic to think of children as young as 10 years of age not having secure accommodation, especially during the cold winter nights," he said.

Kate Ceberano also supports the focus of this year's event.

"Women are at a greater risk of homelessness for several reasons, including gender based financial inequality," Ms Ceberano commented. "I think it's fantastic that Vinnies SA has chosen to focus on women with their CEO Sleepout this year, and I'm really proud to be a part of it."

Each night nearly 6,000 South Australians experience homelessness. With unemployment and cost of living growing, additional pressures are expected to be placed on low income and emergency accommodation services.

"At Vinnies, our priority is to prevent people becoming homeless by assisting them before they reach crisis point, so families are able to keep a roof over their heads during times of hardship," Mr Wark said.

Funds from the SA Vinnies CEO Sleepout support a range of services. Last year nearly \$630,000 was raised to assist the society's 2016 provision of food, clothing and emergency funds for almost 50,000 South Australians through its volunteer facilitated home visits, 40,000 meals through its Fred's Van service and 17,155 nights of safe sleep to men experiencing homelessness.

ENDS

For interviews with David Wark or Nick Reade please contact Megan Andrews on [8112 8712](tel:81128712), 0419 940 721 or email mandrews@svdpsa.org.au

Notes for Editors:

- Domestic violence is the leading cause of homelessness. Unemployment, family breakdown and drug and alcohol abuse are additional factors that lead to homelessness.
 - The 2017 SA Vinnies CEO Sleepout is being held on 29 June at Government House.
 - The Vinnies CEO Sleepout is also open to senior managers – participants do not need to be a CEO.
 - Nearly 6,000 people in South Australia do not have a safe place to call home. 937 of these are children under the age of 12.
 - 60% of the homeless population is under the age of 35.
 - More information on the Vinnies CEO Sleepout can be found at <https://www.ceosleepout.org.au/>
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