



**western australian alliance
to end homelessness**

together we can end homelessness

Annual Report

July 2025 - Jun 2026

ABOUT THE WAAEH

The WAAEH leads over 100 partner individuals, organisations and communities working together to end homelessness in Western Australia. We are supported by Shelter WA and the Australian Alliance to End Homelessness. The following components make up our work.



The WAAEH recognises there are [strategic challenges](#) to ending homelessness in WA, articulated below.



Strategic challenge 1 increase housing	4
Supportive housing needs modelling	4
AtoZ housing outcomes	4
Strategic challenge 2 drive prevention	5
People WA project support	5
Research partnership with Home2Health	6
Strategic challenge 3 coordinate responses	8
Advance to Zero (AtoZ)	8
Strategic challenge 4 apply data and learning	11
Government advocacy	11
Pre-budget submissions and reports	11
BNL update and the WA public dashboard	11
Strategic challenge 5 build community engagement	12
Leadership Academy	12
Pulse sessions	13
AtoZ Community Forums	14
Annual Partner Meeting	15
Bite-sized chats	17
Communications	17
Strong and sustainable backbone	20
Evaluating our impact	20
People and culture	21

Strategic challenge 1 | increase housing

Supportive housing needs modelling

Following the release of the Permanent Supportive Housing Framework in 2025, WAAEH commissioned Per Capita's Centre for Equitable Housing (CEH) to determine the supportive housing required to address chronic homelessness in Perth and Bunbury. The report outlines need, costs and benefits of delivering housing alongside ongoing support services, using a rigorous methodology developed by the Corporation for Supportive Housing (CSH) and informed by by-name list data, evidence-based assumptions and financial modelling. A copy of the report can be accessed here: [Supportive Housing Needs Assessment for West Australia](#)

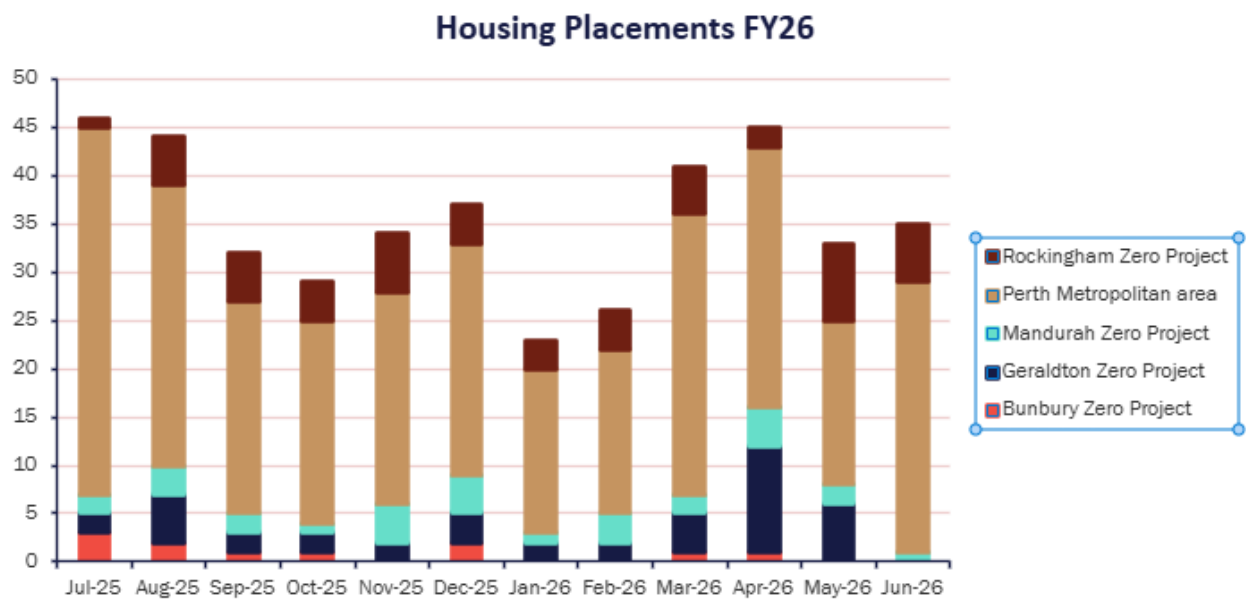
Key findings include:

- A projected shortfall of 1,279 supportive housing units by 2030, including 1,218 units in metropolitan Perth and 61 units in Bunbury.
- An estimated investment of \$517 million over five years to deliver the required housing and wraparound support, followed by \$45 million annually in operating and service costs.
- Savings of \$1.44 for every \$1 invested in support services through reduced demand on health, justice and homelessness systems, generating an estimated \$118 million in budget savings over five years.
- An estimated \$839.1 million social benefit over 60 years through improved wellbeing and life satisfaction for approximately 1,300 people housed.

Released in December 2025, the report generated state and national media coverage. It is supported by a companion briefing paper, developed with Shelter WA. WAAEH continues to advocate for a stronger WA Government commitment to supportive housing as a critical component of a Housing First approach to ending homelessness.

AtoZ housing outcomes

During this reporting period, there have been a total 425 **permanent housing placements**.



Strategic challenge 2 | drive prevention

People WA | Unlocking the data

This is a groundbreaking research initiative that will use linked state government administrative data to better understand the long-term housing journeys of people who experienced homelessness before entering public housing. The project builds on the early vision and leadership of Imagined Futures and John Berger, with support from the Department of Communities, whose work was instrumental in shaping and driving the concept through its initial development stages.

This collaboration between the WAAEH, the Centre for Social Impact UWA, and Imagined Futures, and funded by Minderoo Foundation, will access the most comprehensive linked dataset available in Western Australia presents a rare, state-wide opportunity to deepen our understanding of homelessness pathways and long-term housing stability.

Drawing on 30 interconnected datasets spanning more than 50 years, the project will provide an unprecedented view of how people move through systems including housing, health, justice and other government systems over time.

By examining the support people received and the factors that helped them maintain housing, the research aims to identify what works, where service gaps exist, and how earlier intervention can improve outcomes. The findings will help inform more effective policies and strengthen coordinated responses across government and community services.

WAAEH will support project governance, ensuring Lived Experience and First Nations perspectives are embedded throughout the process, with research being conducted by UWA's Centre for Social Impact (CSI). Findings are expected in mid-2027 and will provide valuable evidence to guide future homelessness prevention and housing policy in Western Australia.

Research partnership with Home2Health

The launch of the final report from our first research collaboration with Home2Health, [Access to Aged Care for People Experiencing Homelessness in WA](#), was delayed until October 2025 to incorporate significant reforms to the aged care sector from 1 November. The report was launched at our October Pulse session, co-hosted with St Bart's, who shared their insights on how these reforms may impact individuals.

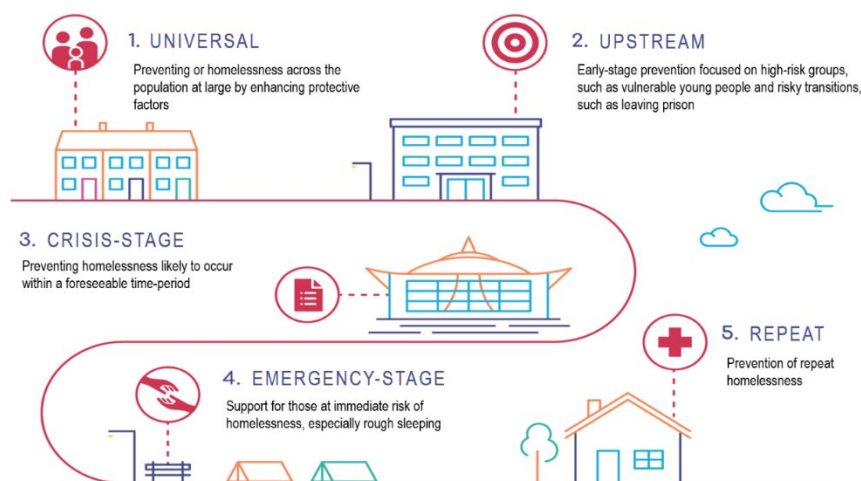
The second-year impact project examined the intersection of homelessness and the justice system. Responding to growing sector concerns about people being released from prison into homelessness and the lack of routine data collection in Western Australia, the project focused on identifying evidence gaps, building partnerships, and exploring advocacy opportunities. As funding and opportunities arise, next steps of this work will include; continued engagement with the Department of Justice and key stakeholders, ongoing evidence gathering and awareness raising, cross-sector collaboration, and improved monitoring of prison releases into homelessness to strengthen the evidence base and support advocacy. The project findings are now available on the [WAAEH website](#).

Home2Health are currently preparing research and findings on the third collaboration, with a focus on people who return to homelessness. This collaboration in particular focuses on prevention by identifying the causes of re-entering homelessness after being housing and protective factors that support ongoing housing outcomes. Findings for this project are expected in November 2026.

Supporting emerging philanthropic interest

WAAEH responded to emerging collective interest from the WA Children's Funders' Alliance with two facilitated discussions that focussed on:

- Understanding the dynamics of homelessness in WA, with a specific focus on children, young people and families.
- Recognising the importance of philanthropic support in the context of prevention (see diagram below) and its unique strength to back innovation.
- The role of collective impact work in supporting cross-sectoral collaboration, an integral approach to ending homelessness.



Five typologies of prevention, provided by Peter Mackie.

Furthermore, WAAEH contributed to initial proposals for collaborative child and family-focussed prevention work lead nationally, and in collaboration with Homelessness Australia and Mission Australia.

Strategic challenge 3 | coordinate responses

Advance to Zero (AtoZ)

The WA AtoZ team supports communities to implement the advance to zero framework and housing first approach as practical, data-informed strategies to end homelessness.

Working alongside five funded communities – and six with the inclusion of Albany - the WA AtoZ team promotes consistent practice, shared learning and continuous improvement through tools such as the By-Name List (BNL) and the Australian Homelessness Vulnerability Triage Tool (AHVTT). These tools help communities better understand who is experiencing homelessness and their support needs, enabling coordinated, person-centred responses that focus on people rather than programs.

As the AtoZ framework continues to be embedded across Bunbury, Mandurah, Rockingham (including Kwinana), Perth Metropolitan, Geraldton and Albany, the focus of the WA AtoZ team has evolved to prioritise capability building, data quality, and strengthening local leadership and collaboration to drive sustainable impact.

Highlights and bright spots

- **Albany** has joined the Advance to Zero network as its newest community. Great Southern Community Legal Services has assumed the backbone role, with recruitment for the Local Community Coordinator well advanced following interviews with five candidates. A multi-agency local working group has been established to lead delivery of Albany's Connections Week, currently proposed for early October 2026.
- The **Mandurah Zero Project** completed a targeted focus group from October 2025 to July 2026 to reduce rough sleeping homelessness among people aged 55 years and over. Fourteen individuals were initially identified and prioritised. Each fortnight, individuals were reviewed through the Rough Sleepers Coordination Group (RSCG), with their BNL profiles updated to reflect current location, support needs, housing application status, and other relevant information (including NDIS engagement where applicable). Fortnightly support coordination enabled consistent case conferencing and progress tracking, resulting in a reduction in rough sleeping for **eleven people (78%)** in the target cohort. During the period of this focus group, six people were permanently housed, two were housed in transitional housing and two people found temporary accommodation. Sadly, one of the individuals passed away in May.
- In **Mandurah and Rockingham (including Kwinana) (MKR)** there is a growing cohort of people experiencing rough sleeping homelessness who also have mental health support needs that are unaddressed due to access barriers. The MKR Improvement Team identified this as an issue that needs support. Front line homelessness workers need to navigate mental health referral pathways, and often without success. The Improvement Team has created a Mental Health Working Group to map the Mental Health Services available in the MKR, and develop a resource for the front-line homelessness worker to use. The *"Referral Pathway for Local Mental Health*

Services” Decision Making Tool is now being tested by a small group of front-line workers.

- The **Bunbury Zero Project** has been focused on a target group of Over 55s. Beginning in March 2026 there were 16 Bunbury Seniors active on the By Name List, 13 Rough Sleeping and 3 in Temporary Shelter. At the end of the Focus Group in June 2026, the number of Seniors Rough Sleeping had dropped to 5 - a reduction of over 61% (61.54%). There was a doubling of Seniors housed in temporary shelter from 3 to 6, and there was an almost 30% increase in Over 55s that had a Lead Worker. A lead worker will allow much greater support and advocacy to be delivered to vulnerable Over 55s.



Evaluation

Overview of changes

March 2026	June 2026	Change
Active on BNL	Active on BNL	Active on BNL
16	11	- 31.25%
Rough sleeping	Rough sleeping	Rough sleeping
13	5	- 61.54%
Temporarily sheltered	Temporarily sheltered	Temporarily sheltered
3	6	+ 100 %
Unable to locate/contact	Unable to locate/contact	Unable to locate/contact
--	5	N/A

Support connections

Gained lead worker
2
Lead worker connections
+ 28.57%

- The **Youth Metro Improvement team** has been building on the work of the sector-led youth pre-budget submission, released in November 2025. BNL data featured as a media headline and the pre-budget submission to highlight the difficulties young people face in accessing crisis accommodation with 69 young people were competing for 1 crisis bed every day (reach of >4 million across state and national media). Following the outcomes of the 2026/2027 State Budget, the coalition continues their focus on their key priorities and will continue advocacy for the 2027/2028 State Budget. Since November the Improvement Team has been working to improve the youth representation and data by improving the use of the Australian Homelessness Vulnerability Triage Tool (AHVTT) and adding young people on the Perth Metro BNL.

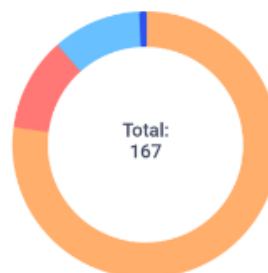
The pre-budget submission is available here: <https://waaeh.org.au/ending-youth-homelessness-pre-budget-submission/>



Media types: ■ Print ■ Online ■ TV ■ Radio

Coverage by Media Type

Total mentions by media type over the selected coverage period.



Radio:	129 (77.2%)
TV:	19 (11.4%)
Online:	18 (10.8%)
Print:	1 (0.6%)

A sample of the media coverage (one day post PBS launch) and impact

- **Geraldton Leadership Group** is focusing on research for engagement hubs and has engaged two PhD students from Curtin University to prepare a report by July/August 2026. This project aims to engage stakeholders, researchers, and policy makers to compare the needs of regional engagement hubs. This project is built upon the Geraldton community Forum in 2025, where it has been identified as a challenge, and the outcomes act as a larger system improvement piece. This will also form the basis for an engagement hub campaign.
- On the 28th and 29th of July 2025 the WA AtoZ team had an **all-in training session** which included an update on Housing First, Collective Impact and facilitation training. It enabled the team to build on the AtoZ framework, implement strategies for Housing First service coordination, build local community collaboration and enhance facilitation skills. We would like to thank the SSJOG for the use of their amazing facility and accommodation at the St. John of God Retreat and Conference Centre in Rockingham.



Emerging and aspiring AtoZ communities

WAAEH has provided support to communities and organisations looking to build their case for formal funding or better understand the needs of people experiencing homelessness in their communities. Communities supported or engaged include Busselton and cities of Joondalup and Wanneroo.

Strategic challenge 4 | apply data and learning

Government advocacy

WAAEH representatives – Executive Director Louise Olney and co-Chairs Philippa Boldy and Michael Piu met with Minister for Homelessness, Hon. Matthew Swinbourn MLC, quarterly during the reporting period. Discussions have included:

- advocacy for a permanent supportive housing policy and the Per Capita report that highlighted the BNL-informed need and cost v benefit analysis
- advocacy for pre-budget submission asks (detailed below).
- the important and different roles the ABS census and BNL play in ending homelessness
- progress on reinstating the WA public dashboard, and anecdotal insights from AtoZ communities on the experience of people experiencing homelessness and the sector working to support them into housing

A separate meeting was also convened between the WAAEH and the Shadow Minister, David Bolt MLA, to ensure constructive engagement across government and opposition.

Since her appointment as Executive Director, Louise Olney has continued to represent the WAAEH on the Housing First Homelessness Advisory Group (HFHAG), providing a vital link between the sector and government. Together with WA AtoZ Manager, she also participates in monthly meetings with the Department of Communities and Office of Homelessness to support ongoing collaboration and information exchange.

Pre-budget submissions and reports

WAAEH actively supported and contributed to the following FY27 pre-budget submissions to WA Government:

- Ending Child and Youth Homelessness [Pre Budget Submission 2026 -2027](#). This was a collaborative effort and included Mission Australia, Vinnies, Indigo Junction, PICYS, Lived Experience young people, and Peak bodies Shelter WA, YACWA, and WACOSS.
- Shelter WA's 2026-2027 [Pre-budget submission](#), specifically Ask 4: End homelessness for children and young people (as above), Ask 8: Deliver permanent supportive housing across the state, and Ask 10: Expand and improve the Advance to Zero (AtoZ) framework.

As referenced in Strategic challenge 1 | increase housing, WAAEH launched a supportive housing needs modelling report in December 2025.

BNL update and the WA public dashboard

The AAEH transition to a new BNL database in mid-2026 saw considerable internal focus for WAAEH (and AAEH) to manage the change associated with a significant practice and technology change.

During this transition – and for the whole of the reporting period – the WA public dashboard has been unavailable. WAAEH has supported community use and access of BNL data during this time, and ad-hoc data requests for partners and funders. A new dashboard will be published publicly during the next reporting period.

Strategic challenge 5 | build community engagement

Leadership Academy

In February 2026, WAAEH hosted the inaugural Perth Leadership Academy on Ending Homelessness, an intensive three-day program designed to strengthen participants' capacity to lead themselves, lead others, and influence systems to help end homelessness.

The Academy brought together leaders from across the homelessness sector, including frontline team leaders, senior managers, CEOs, and people with Lived and Living Experience of homelessness. The Academy's inclusive mix of participants created opportunities for stronger relationships, deeper understanding, and greater collaboration across the sector.



Inaugural Perth Leadership Academy on Ending Homelessness, February

Participant feedback highlighted the value of the Academy's respectful and safe environment, which encouraged open dialogue, meaningful discussion, and active participation. Engaging with peers from diverse backgrounds broadened perspectives and strengthened confidence, trust, and motivation.

The program also challenged participants' assumptions about organisational structures, governance, and the operation of not-for-profit organisations. As a result, participants reported a deeper understanding of organisational dynamics and the complexities of leadership within homelessness services, with many describing a shift in their thinking about leadership, governance, and systems change.

The strong response to the inaugural Academy demonstrated the sector's appetite for leadership development and reinforced the importance of cultivating leadership at all levels to drive lasting change.

Pulse sessions

WAAEH has continued to serve as a backbone organisation and facilitator of cross sector Improvement Projects initiated through the 2025 Pulse sessions. These sessions supported collaborative, sector-led activities and reinforced the need for a whole-of-system response to homelessness. The sessions were co-designed with the Lived Experience team involved in developing Strategy 2.0, ensuring that lived expertise remained central to the process.

Pulse meetings remained a strong engagement channel with an averaging of 40 attendees per session, including virtual regional participation. Anecdotal and qualitative evidence indicates elements most valued were:

- Cross-sector updates
- Bright spots
- Debate, discussion or deeper engagement on topics with other participants and experts/knowledge-holders.

In 2026, the format was adjusted to test a more targeted approach to problem solving. The revised Pulse session format is now structured around three distinct components: **Bright Spots and Updates**, **Problem Solving**, and **Knowledge Sharing**. Each section continues to link to one of the Strategic Challenges noted on the Alliance Strategy to demonstrate what work is being undertaken in the community and how this supports the work of the Alliance.

Bright Spots and Updates

This segment provides an open forum for sectors to share successes, emerging developments, and key updates from their work. Beyond information sharing, it is designed to strengthen relationships and connections across the network.

Problem Solving

These segments highlight a specific body of work, issue, or research project and leverage the collective knowledge of participants to work through challenges, shape recommendations, and contribute insights that help move the work forward.

Knowledge Sharing

These sessions can offer the group opportunities to gain new skills, dive deeper into new research projects, offering collective learning across the many disciplines and experiences in the room.

Outcomes from these Improvement projects include:

- Shelter WA's Income Eligibility Research Project was brought to WAAEH's early Pulse Sector Improvement Cycles. By bringing together key stakeholders from across the sector, the session supported collaboration and the generation of evidence that informed The Eligibility Trap: Income Eligibility Limits, Work Disincentives and Social Housing in Western Australia. The project highlights the value of Pulse sessions in identifying emerging issues, connecting stakeholders, and supporting evidence-based research and advocacy that drives meaningful system change.
- The Western Australian Local Government Association (WALGA) has endorsed a revised Homelessness Advocacy Position following a review of its Community Advocacy Positions and findings from the Local Government Homelessness Survey conducted earlier this year. Importantly, the review benefited from insights and relationships developed through WAAEH's 2024 Sector Improvement Cycles (now

known as Pulse sessions). These early discussions highlighted the challenges local governments face in responding to homelessness and connected key sector stakeholders who later contributed to both the advocacy review process and the subsequent survey and illustrates how these engagement sessions offer the opportunity for those across the 'ending homelessness' system to come together to share knowledge, connect and collaborate.

AtoZ Community Forums

Bunbury Community Forum

The successful bi-annual Bunbury Zero Project Community Forum brought together representatives from government, housing, homelessness, mental health, policing and community sectors to strengthen understanding of the Advance to Zero (AtoZ) approach, review local homelessness data, and reinforce shared responsibility for ending homelessness in the region. A key outcome of the forum was the establishment of the Bunbury Ending Homelessness Leadership Group in February 2026. The group was structured into two workstreams:

- **Housing Development Workstream:** bringing together Community Housing Organisations, local governments, the Department of Housing and Works, and the office of Hon. Don Punch MLA to identify housing gaps, development opportunities and future housing pathways using By Name List (BNL) and other local data.
- **Service Coordination Workstream:** comprising government and community service providers focused on strengthening a coordinated support system, including exploring a central intake point to support the local "no wrong door" approach and improving communication of local outcomes and collaborative achievements.

These workstreams have strengthened cross-sector partnerships and are advancing a coordinated, evidence-informed response to homelessness across Greater Bunbury.

Geraldton Community Forum

On 26 June, the Geraldton Zero Project hosted the Geraldton Community Forum and Logo Launch Sundowner, bringing together a diverse group of stakeholders (n=35) to reflect on progress and plan next steps in the collective effort to end homelessness in Geraldton.

Participants included representatives from Local Government, lead agencies, the Office of Homelessness, Department of Communities, Department of Justice, WA Police, UWA, youth services, and Aboriginal Community Controlled Organisations. The forum began with a Welcome to Country, from a local Yamatji Elder.

The forum was designed to reflect on progress, share learning, and co-design the next steps in the community's homelessness response. It was marked by strong facilitation, data-informed dialogue, and a sense of collective ownership - attributes supported directly by the involvement of WAAEH Director (John Burger), the CIA, the LCC and community partners.

MKR Forum

The Mandurah, Kwinana and Rockingham Zero Project communities came together in April 2026 to participate in a Community Forum to celebrate local achievements and progress made towards the collective goal of ending homelessness. The Community Forum examined current By-Names List data and participated in a World Cafe. The information gathered in the

World Cafe led the MKR Zero Project Communities to build a new Aim Statement for the next two years. The MKR Zero Projects aim is to: *increase connections to case management and case planning for people experiencing rough sleeping and achieve a 20% reduction in rough sleeping homelessness from the 4th of May 2026 baseline.*

Strengthening Local Capacity

The Community Impact Adviser (CIA) provided targeted coaching and preparation support to lead agencies (Mission Australia, Naemi National, STAY, RAW), enabling them to deliver confident, impactful presentations grounded in data and collective impact principles. This included structured guidance on crafting speeches, showcasing collaborative leadership, and translating practice into systems-level insights. As a storytelling and scoping tool, the AtoZ Geraldton Zero timeline effectively demonstrated system evolution and inter-agency contributions, reinforcing a shared narrative of progress.



The CIA supported the facilitation of the community co-designed Geraldton Zero Project logo, launched during the sundowner, which helped build a distinct identity for the local movement. The logo was part of the 2024 Homelessness week work from Geraldton Zero.

This is a significant step for WA Zero projects where services and agencies are demonstrating how the wider service system is connected. This engages wider stakeholders (including the City of Greater Geraldton Mayor) and increases local visibility as services now have t-shirts, logos in their workplace and on email signatures.

"I felt very supported to present my case study. I appreciated the meetings we had to prepare. I knew when I was to present, so it went smoothly for me." - Forum Feedback



L: Geraldton Community Forum and sundowner participants Geraldton, 2025 R: Office of homelessness, and WAAEH

Annual Partner Meeting

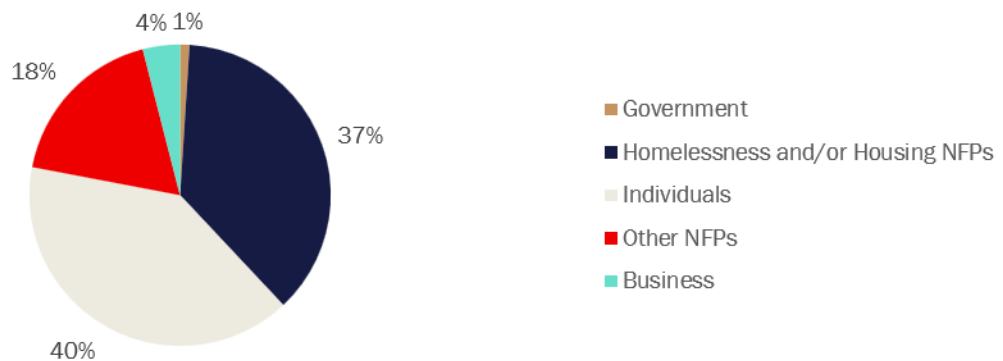
In October, WAAEH hosted the 2025 Annual Partners Meeting and was honoured to welcome the Hon. Matthew Swinbourn, Minister for Environment, Community Services and

Homelessness. The Minister addressed attendees and reaffirmed his support for the work of the Alliance and its commitment to ending homelessness.

A highlight of the event was the announcement of the 2025 Fellows, John Berger and Katie Stubley. This recognition celebrated their longstanding contribution to the Alliance and the significant role they have played since its inception. Their leadership, vision, and commitment have been instrumental in shaping the Alliance's growth and impact, and we were thrilled to be able to offer our sincere thanks to both recipients.

The 2025 Annual Partners Meeting recorded our highest attendance to date, with more than 50 people participating in the meeting and networking event. Support for the Alliance continues to grow, with more than 100 Charter signatories now committed to our shared vision. These partnerships reflect the dedication of both individuals and organisations working together to achieve lasting change.

Sector representation of WAAEH partners



John Berger was appointed a Fellow in recognition of his contribution to the WAAEH, October 2025

Bite-sized chats

Throughout 2026, WAAEH hosted a series of informal conversations with international leaders to explore emerging practices and innovations in Housing First. The sessions examined diverse approaches to service delivery, the importance of embedding lived experience in program design and evaluation, adaptations of Housing First for young people, and the impact of changing political and funding environments on homelessness responses.

Speakers throughout this reporting period included Ben Rickey (France), who shared insights into multidisciplinary, health-integrated Housing First models; Dan Allman (Canada), who highlighted the role of lived experience in maintaining Housing First fidelity and Samara Jones, who explored Housing First for Youth and its application internationally. Together, these discussions provided valuable insights into international best practice and strengthened understanding of how Housing First can continue to evolve and support systems change in Australia.

These conversations are now available as permanent resources on the [WAAEH website](#).

Communications

A Communications Plan for 2026-27 has been developed to guide not only what the Alliance communicates, but also how and with whom it engages. Building on foundational work undertaken by Clear Horizon, the plan strengthens our understanding of the Alliance's role within the community and provides a clearer articulation of our identity, purpose, and impact.

Presentations and events

Throughout this reporting period, the WA Alliance hosted and participated in more than 130 events and reached nearly 1,014 people (FY25 saw a reach of 906 attendees, plus additional 538 for the Zero Homelessness Summit, networking and Learning sessions in November 2024).

Many of these were delivered in collaboration with our Zero Communities partners and were designed to strengthen alignment between the work of the WAAEH and the WA AtoZ Communities and promote greater understanding of the role of the Alliance and how it supports and drives the understanding of what Ending Homelessness does look like.

These engagements included WA Pulse in-person sessions, community forums and information sessions, local government conferences and presentations, training workshops, online discussions and knowledge-sharing events, as well as presentations to tertiary and secondary student cohorts.

Website development

The Strategic Projects section of the WAAEH website showcases initiatives aligned with the Strategy's Primary Drivers of homelessness. The page enables WAAEH and partner organisations to share and update project information, providing a transparent view of collective efforts underway across Western Australia.

By highlighting projects against the drivers they address, the page helps communities better understand current efforts to end homelessness, while giving organisations visibility of emerging priorities, gaps, and opportunities for collaboration. This transparency supports

more coordinated action across the sector and helps reduce duplication of effort and competition for limited resources.

The page demonstrates the breadth of work and innovation occurring across the network, and further development and promotion will be a focus for FY27. View the Strategic Projects page [here](#)

Media Engagement

The WAAEH is now able to track media engagement across print, online, TV, radio, magazines and social influencers via Stream Media Monitoring. The period of recording accessed for this report covers August 2025 to August 2026. Online media accounted for 61.6% of mentions with over 2.4 million potential audience reach, while print had 16 mentions reaching 917,000 people

Coverage Volume & Potential Audience Reach (Table)

From 28 August 2025 - 27 August 2026

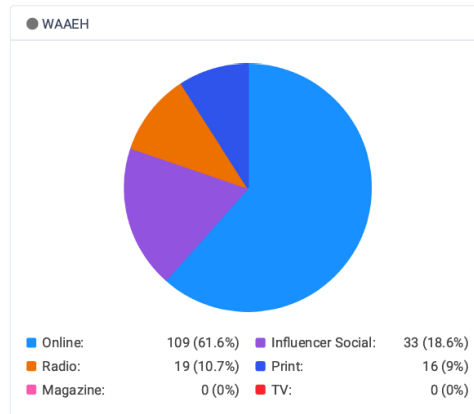
A breakdown of mentions by media type with cumulative potential audience over the selected coverage period.

WAAEH		
Over 365 days	Coverage Volume	Potential Audience Reach
Print	16	917,000
Online	109	2,405,531
TV	0	0
Radio	19	250,200
Magazine	0	0

Coverage by Media Type

From 28 August 2025 - 27 August 2026

Total mentions by media type over the selected coverage period.

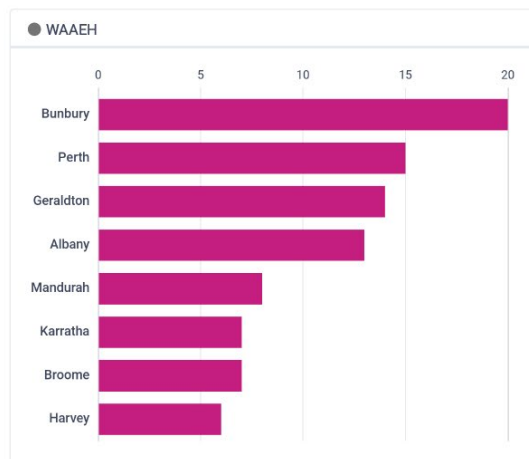


The coverage emphasizes community issues, especially homelessness and local services, with geographical reach that extends beyond the existing Zero Projects.

Geographic Spread by City (Chart)

From 28 August 2025 - 27 August 2026

Bar chart indicates the volume of coverage within each city. Data excludes state, national and international content up to 8 cities.



Geographic Spread by City (Map)

From 28 August 2025 - 27 August 2026

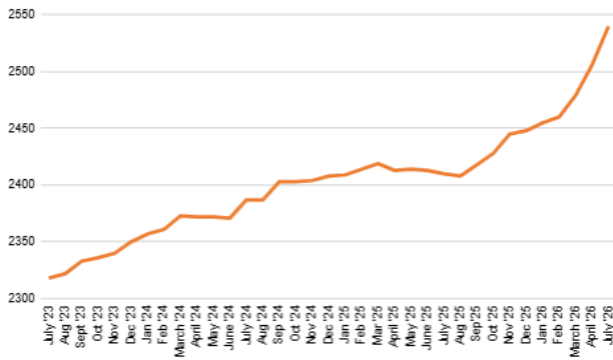
Displays content based on the location of the source. Circle size indicates the volume of coverage within that area. Cities data excludes state, national and international content.



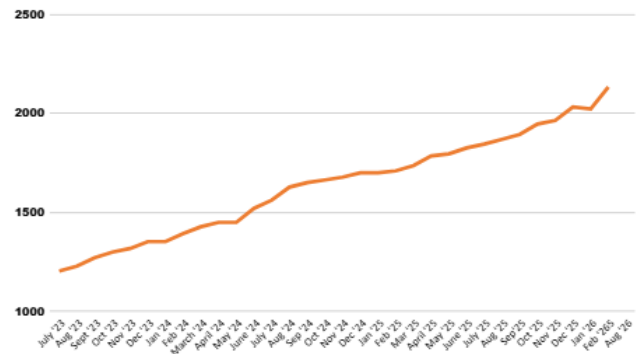
Social media reach and engagement

Engagement with our communication channels is outlined below. Overall, followership has increased across all channels. LinkedIn remains the most consistent in growth over the past few years, with an increase of 77% between July 2023 and June 2026. Future reporting will also consider engagement levels with channels and content.

Facebook Followers



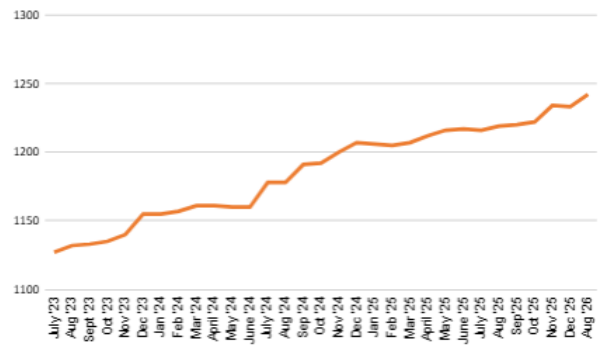
LinkedIn Followers



Mailing List



Instagram Followers



Strong and sustainable backbone

Evaluating our impact

Over time, gaps emerged in the WA Alliance's ability to measure, articulate and demonstrate its impact. Strengthening this capability is critical both for learning and improvement, and for securing sustainable funding beyond the current partnership.

In mid-2025, Clear Horizon began working with the WA Alliance to strengthen its measurement and evaluation practice. An initial review found that greater clarity about the Alliance's work was needed before a robust evaluation framework could be developed. As a result, Phase One adopted a developmental approach focused on clarifying, capturing and documenting key learnings. A summary of this work is available [here](#).

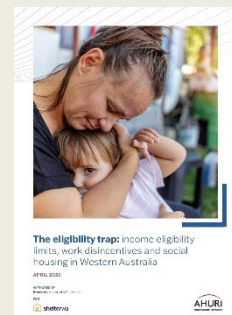
Throughout the first part of 2026, work was done to assess how the Alliance creates enabling conditions for collective action and contributes to progress towards ending homelessness in Western Australia. Through Collective Noticing and the use of an Impact Log, we are building a clearer understanding of our contribution to systems change and broader sector outcomes.

While a full evaluation of the Impact Logs will be reported in October 2026 we are building this practice into a weekly routine of reflection and recording. Two examples are outlined below.

Income Eligibility Report

Impact Pathway: Policy and Investment
Strategic Challenge: Drive Prevention
Enabler: Lived Experience

Shelter WA's project was strengthened through its inclusion as an Improvement Project in the 2024-25 Pulse sessions, where cross-sector collaboration helped strengthen partnerships, refine the research approach, and support the distribution of the initial survey. This engagement generated valuable sector input and evidence, demonstrating the effectiveness of Pulse sessions in turning emerging ideas into funded, action-oriented projects that drive system-wide outcomes.



Lived Experience shaping Census data collection approach

Impact Pathway: Innovate systems and solutions
Strategic Challenge: All
Enabler: Lived Experience

The May Pulse Problem Solving session was held with the Australian Bureau of Statistics (ABS), bringing together service providers, cross-sector stakeholders, and People with Lived Experience to strengthen approaches to capturing data on people experiencing rough sleeping in the 2026 Census. The session provided real-time feedback on proposed methodologies, identified practical improvements and risks, and demonstrated WAAEH's trusted role in connecting people with Lived Experience and sector expertise to improve the accuracy, quality, and cultural safety of Census data collection.

People and culture

Learning session

In November 2025, WAAEH staff attended the annual AAEH all-staff meeting and learning session in Adelaide. WA Cultural Engagement Working Group - lead by Pauline Boscarto and Tina Ugle - delivered a well-received session that provided a deeper understanding of cultural engagement and how we can embed these principles into both Alliance and AtoZ work. These in-person gatherings provide valuable opportunities to strengthen relationships with interstate colleagues and share insights that are often harder to exchange online. They also highlight the broader importance of in-person relationship building across our communities.

All staff meeting

AAEH staff gathered in Adelaide in June 2026 for a full day focussed on sharing and developing knowledge of our work across four states, including for the first time the team from End Street Sleeping Collaboration. The time together was a reflection on the significant progress over the last 12-24 months, a focus on our strategic direction and what we are focussed on to achieve this and speakers to inspire the team on how we create and sustain impact.



Resourcing

During FY26, WAAEH welcomed three new employees to the backbone team, and four employees and a secondee to the AtoZ team (7 in total). WAAEH also saw three employee resignations, two shift to casual employment arrangements and one secondee return to their host organisation.

This has seen a significant focus on recruitment, and in some cases finding the right candidates has taken multiple attempts. WAAEH is supporting the selection of a new backbone organisation in Geraldton after Mission Australia were unable to fill the vacancy after advertising three separate times. WAAEH is also reviewing the role design of the Volunteer Coordinator, in recognition that the skills and experience required to manage and coordinate volunteers is different to the development of a volunteering strategy. Alongside

this, WAAEH are also considering the possibility of reframing the role to be focussed on Lived Experience advice.

Notable appointments include Nat Homer being appointed to the role of AtoZ Manager, commencing July 2026 and Emily Elliot has been appointed Communications Officer, with a commencement date to be confirmed.

In December, WAAEH hosted an intern from the McCusker Centre who contributed to the development of the Strategic Projects page, as previously noted. As part of this placement, the intern created a suite of promotional and communication resources designed to extend the page's reach to a broader audience. These materials will be reviewed and refined by the incoming Communications Officer as part of their initial early range of projects.

Lived Experience

A key enabler of the Western Australian Alliance to End Homelessness (WAAEH) Strategy is ensuring that the voices of people with lived and living experience of homelessness are not only heard but meaningfully embedded across our work. We have continued to prioritise engagement approaches that are safe, welcoming and inclusive, supported by clear principles and processes that guide how and why we engage.

In terms of formal engagement, WAAEH have

- Maintained two designated Lived Experience members on the Steering Committee
- Engaged people with Lived Experience to co-design, attend and contribute to bi-monthly Pulse sessions

In addition, informally, WAAEH note there has been a noticeable increase in the number of people identifying themselves as people with Lived Experience attending our Pulse session (where they are not attending in or employed in a formal Lived Experience capacity).

Over the past 12 months, we have deepened our understanding of what meaningful engagement requires. While providing opportunities for participation remains important, we have recognised the importance of ensuring lived experience expertise is genuinely valued and actively used to inform policy, service design and systems reform. This commitment is essential to achieving better outcomes for individuals and families experiencing homelessness.

During this period, several established avenues for accessing lived experience expertise became unavailable, including the AAEH designated roles, Shelter WA's HOME Project and its follow-on the Homelessness Advocacy Collective. Additionally, the Youth Homelessness Advisory Council (YHAC) is winding up after being unsuccessful in finding alternative funding. These initiatives have previously provided valuable insights and strengthened the integration of Lived Experience perspectives across the WA Alliance work.

Their absence has prompted reflection on how we can better embed a lived experience in our work and so we are exploring opportunities to build more consistent and sustainable lived experience capacity within WAAEH. Initial work has commenced to identify how a locally informed and trusted lived experience voice can be embedded within the Alliance, strengthening engagement, supporting respectful and informed communications, and ensuring lived experience expertise continues to shape our priorities and actions.