



An initiative by

St Bart's
We're by your side.

Say G'day
Don't turn away
Supporter Kit 2024
Friday 4 October 2024

saygday.org.au



Background

What's your initial reaction when you see a person living on the street? ...is it to say G'day?

On Friday 4 October 2024, St Bart's is hosting its Say G'day initiative in a bid to highlight the positive impact a simple acknowledgment can have on the people doing it tough on our streets.

St Bart's has been supporting people experiencing homelessness for 60 years and, in that time, we have heard countless stories of their feelings of worthlessness when members of the public turn their gaze, cross the street, and make imaginary phone calls in an attempt to avoid contact with them.

But here's the thing...

Homelessness doesn't discriminate. No matter your age, race, sex or previous status – it can happen to anyone. And at the end of the day, we're all human and we all deserve to be treated with dignity and respect.

The Say G'day initiative precedes three important dates in the annual calendar; WA Mental Health Week from October 7-14, and both World Mental Health Day and World Homeless Day on October 10.

Say G'day, don't turn away.

Say G'day 2024 Theme

We are kicking off this year's Say G'day initiative with the tagline:

Say G'day, don't turn away

Each of us has a role to play in ending homelessness. Let that one word, 'G'day', be the start of becoming better informed, less judgmental, and the first step in your journey to making a difference.

St Bart's is asking the community not to turn away from;

- Our fellow human beings who deserve to be acknowledged
- Starting a conversation with our peers, break down the stigma surrounding homelessness
- Our responsibility to create positive change in the community

We're shining a light on homelessness

In 2023, we embarked on an journey to illuminate the city with a touch of blue for Say G'Day Day. By partnering with CBD office buildings that could transform their external lighting, we created a beacon of hope for those in the community doing it tough.

As we continue this tradition into 2024, we are excited to share that our initiative has gained remarkable support from prominent locations, including:

- › Brookfield Place Towers 1 & 2
- › One the Esplanade (Chevron)
- › 235 St Georges Terrace
- › Woodside
- › City of Perth Council House
- › Main Roads which includes bridges across Perth
- › Optus Stadium
- › WACA
- › WA Police East Perth
- › City West
- › East Perth Power Station
- › Yagan Square
- › Elizabeth Quay (Development WA)
- › ECU (Wellington St construction cranes)
- › 565 Hay Street
- › St Mary's Cathedral
- › QV1 Plaza

We invite you to be a part of this impactful initiative. Let's light up the city together, creating a sea of blue that shines brightly with support. Your participation will not only amplify our message but also demonstrate your organization's dedication to community issues.



In this pack...

You'll find the following resources that you can use to help spread the Say G'day message:

Key messages

- People of all ages, genders and backgrounds can, and do, experience homelessness.
- Every night in Australia more than 122,000 people experience homelessness, with more than 9,700 in WA.
- Homelessness doesn't discriminate, no matter your age, race, sex or previous status – it can happen to anyone.
- Most people equate homelessness with sleeping in doorways, parks and urban streets. Nationally 6.2% of the homeless population are rough sleepers but the proportion in WA is much higher at 23.8%.
- The majority of people experiencing homelessness find themselves moving from place to place – couch surfing, sleeping in their cars, or seeking out temporary accommodation.
- A lack of stable accommodation impacts access to healthcare, employment and education, as well as privacy, wellbeing and dignity.
- Causes of homelessness include domestic violence, isolation, losing a job, high rental prices, relationship breakdown, death of a loved one, physical and/or mental illness, and addiction.
- Homelessness doesn't end with a roof over one's head. There is the trauma that exists prior to homelessness, the trauma faced during homelessness, and the trauma from re-adjusting back into society.
- In 2023-24, St Bart's supported 596 men, 344 women, 17 gender diverse people and 34 children experiencing, or at risk of, homelessness.

- ✓ Key messages
- ✓ Social media tools to share
- ✓ Resources to utilise in the workplace

What can you do to support the Say G'day initiative?

- Spread the word through your social media channels using the social media tiles and suggested messages in the pack. Be sure to tag St Bart's and hashtags [#SayGday2024](#) [#DontTurnAway](#).
- Make a financial donation to a homelessness service provider. If you would like to support St Bart's, [click here](#).
- Volunteer your time and skills with any of the organisations working to address the challenge of homelessness. If you would like to volunteer with St Bart's, contact our Volunteer Programs Manager, [Mala Padmanathan](#). For other volunteering opportunities within sector, visit [Volunteering WA](#).
- Talk to your friends, family and colleagues about the purpose of the Say G'day campaign, and help us break down the stigma around people experiencing homelessness.
- Find out more about homelessness at:
[stbarts.org.au](#)
[shelterwa.org.au](#)
[ruah.org.au](#)

DOWNLOAD RESOURCES:

Social Media Tiles 

Social Media Messages 

A4/A4 Office Poster 

For more information on how you can show your support this Say G'day Day contact:

Kerry-lee Riley, Communications Officer
Email: Kerry-lee.riley@stbarts.org.au



Contact us

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stbarts.org.au



St Bart's
60 years by your side.

A graphic element consisting of three wavy lines in white and light blue, with a small blue circle at the end of the bottom-most wave.