

# YOUNG AND ALONE

## **A safe place for every young Australian**

**You are the most influential voice to your friends, family and neighbours. Your post is more influential than any advertisement.**

*The below captions refer to each tile but personalise your message, share and let people know why you think youth homelessness matters!*

**End youth homelessness.**



### **HERO**

*Available in 1x1 square: 15 and 30 seconds, 9x16 portrait: 15 and 30 seconds, 16x6 landscape: 15, 30 and 80 seconds.*

Let's face the reality of youth homelessness.

It's time we saw the 43,000 children and young people experiencing homelessness. Every day, these young people are pushed to their limits - facing unsafe, isolating and vulnerable conditions.

Make youth homelessness impossible to ignore.

Together, we can create change. Educate: share messages and content. Activate: Host or attend events. Donate: Support youth homelessness services.

**End youth homelessness.**



### **KAYLA**

*Available in 1x1 square: 10 and 30 seconds, 9x16 portrait: 10 and 30 seconds.*

Let's face the reality of youth homelessness.

Young people presenting alone to specialist housing services were more likely to be couch surfing, compared with any other SHS client group.

Couch surfing leaves young people vulnerable to servitude, exploitation and abuse.

Together, we can create change. Educate: share messages and content. Activate: Host or attend events. Donate: Support youth homelessness services.



### **LACHIE**

*Available in 1x1 square: 10 and 30 seconds, 9x16 portrait: 10 and 30 seconds.*

According to front line workers, the majority of young people reporting to services have experienced some form of domestic or family violence. The housing crisis and relationship/family breakdown are also main causes.

A safe place for every young Australian

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**End youth homelessness.**



## NICO

*Available in 1x1 square: 10 and 30 seconds, 9x16 portrait: 10 and 30 seconds.*

A safe place for every young Australian. Home is more than just a roof over your head. It should be make you feel safe, supported and cared for. A place to get a good night's sleep, a decent meal and access to education and stability. Young people experiencing homelessness need mental health support, spaces to overcome trauma and wrap around support to guide them into adulthood.

Together, we can create change. Educate: share messages and content. Activate: Host or attend events. Donate: Support youth homelessness services.

***End youth homelessness.***

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## TARNI

*Available in 1x1 square: 10 and 30 seconds, 9x16 portrait: 10 and 30 seconds.*

The harsh reality is half the young people presenting to services have to be turned away because services are at capacity. Services are severely underfunded. We're calling on national and state governments to make ending youth homelessness a national priority by funding the services needed to achieve this objective.

Together, we can create change. Educate: share messages and content. Activate: Host or attend events. Donate: Support youth homelessness services.

***End youth homelessness.***

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*Post regularly with different tiles and messaging so we can make the issue of youth homelessness too hard to ignore so politicians will be motivated to act and focus on solutions.*

*Different formats and lengths are available for each asset. We recommend posting longer assets first, rotate assets with their messaging to keen audiences engaged with the campaign.*

*Link assets to your donations page or [yhmd.org.au](https://yhmd.org.au)*

## STATIC SHARABLE SOCIAL TILES



**A safe place for every young Australian.** Post a snapshot of the reality of youth homelessness from below with: **End youth homelessness.**

Across Australia in 2024–25  
**42,763**  
**children and young people** (under 25 years)  
presented **on their own** to a specialist  
homelessness service (SHS)\*

The most common reasons  
young people sought assistance from  
an SHS in 2024–25 were:

- **Domestic and family violence**
- **Housing crisis**
- **Relationship/family breakdown**

Nationally, **half** of the young people  
who tried to get a bed in a  
crisis refuge in 2024–25 **were turned away**  
**because services aren't sufficiently funded**  
**to accommodate them**

A third of young people  
presenting alone  
to Specialist  
Homelessness Services  
**identified as Indigenous\***

Young SHS clients presenting alone  
were more likely to be couch surfing,  
compared with any other  
SHS client group.

**Couch surfing leaves**  
**young people vulnerable to**  
**servitude, exploitation and abuse**

We're calling on  
national and state governments to  
**end youth homelessness**  
by funding the services needed  
to achieve this objective.

\* Australian Institute of Health and Welfare (2025), Specialist Homelessness Services Annual Report 2024–25

