



CAMPAIGN TOOLKIT, NATIONAL HOMELESSNESS WEEK 2026

Before the Census counts Australia on 11 August, let's check the Pulse. This practical, free set of materials helps councils, services, charities, community groups, workplaces and individuals invite Australia to share what it is seeing and feeling about homelessness. The campaign is independent and is not affiliated with the ABS or the Census.

The campaign runs 3-9 August 2026. The Pulse takes about two minutes, is anonymous and asks for no name, email, address, postcode or precise location.

How to take part

1. Share the campaign link or QR code with your community.
2. Invite people to take the Pulse during Homelessness Week.
3. Download and share the daily national snapshot.
4. Use the free public report after the week in advocacy, education and decision-making.

Campaign link

<https://www.homelessnesspulse.au>

Suggested attribution

"Australia's Homelessness Pulse, National Homelessness Week 2026". Campaign findings are participant sentiment and are not a representative survey of the Australian population.

Social media copy

Launch post

What does homelessness look like where you live? During National Homelessness Week, add your voice to Australia's Homelessness Pulse. Tell us what you are seeing, how you feel about the current response and where Australia should act first. It is anonymous and takes about two minutes. <https://www.homelessnesspulse.au>

Mid-week post

Australia's Homelessness Pulse is building. People across every state and territory are sharing what they see, from rough sleeping and tents to people living in cars or moving between temporary places. Add your voice before 9 August. <https://www.homelessnesspulse.au>

Report post

Australia spoke. The free public report from Australia's Homelessness Pulse is now available to download, share and use. No fee. No permission required. Put the findings into community conversations, advocacy, board papers, presentations and funding submissions. <https://www.homelessnesspulse.au>

Suggested hashtags

#HomelessnessWeek #HomelessnessActionNow
#AustraliasHomelessnessPulse #EndHomelessness

Newsletter and email copy

Subject line

Add your voice to Australia's Homelessness Pulse

Body copy

During National Homelessness Week, people across the country are being invited to share what homelessness looks like where they live and how they feel about Australia's current response.

Australia's Homelessness Pulse is a short, anonymous public sentiment check. It asks what people are noticing nearby, whether homelessness feels like it is worsening and where Australia should act most urgently.

The Pulse takes about two minutes. It does not collect names, email addresses, street addresses, postcodes or precise locations. Live national, state and territory results will build throughout the week, followed by a free public report that anyone can download, share and use.

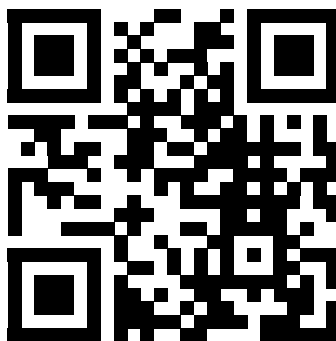
Take the Pulse: <https://www.homelessnesspulse.au>



QR code and quick-use guide

Put the Pulse directly in front of your community.

Use this QR code on posters, screens, newsletters, presentations and event materials.



Scan to take the Pulse

<https://www.homelessnesspulse.au>

Use the QR code in newsletters, presentations, reception areas, community events and social posts. The Pulse is anonymous and takes about two minutes.