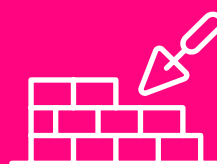
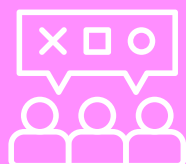




Annual impact report 2025

Rebuilding the promise
One year of community-led change



A message from our Founder



Building AMPLIFY stemmed from a simple conviction: that the answers to Australia's biggest challenges rest with Australians themselves – if we create the right conditions for them to engage, deliberate, and advocate for change.

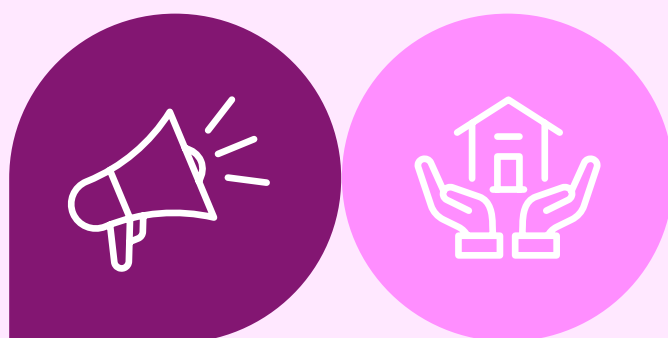
The promise to Australians has been broken.

For decades we believed each generation would be better off than the one before. Today, 71% of Australians say that promise is broken, with real wages 4.8% lower than in 2019 and only 16% believing the next generation will be better off.

AMPLIFY launched in August 2024 to bring Australians together to confront hard truths, shape bold solutions, and advocate for change to rebuild the promise – while we still can. This first year proved that when Australians are given time, evidence, and the opportunity to listen to one another, they find common ground, even on issues that feel politically impossible. And when that common ground becomes visible, it can move the dial on policy. We have only one measure of success: impact. Real change in people's lives.

Our ambition for AMPLIFY is to build a model that works at scale, that can be applied to challenge after challenge, and that restores Australians' belief that we can solve hard problems together. This year has shown that bold reform is possible when the community leads. Our remarkable team, board, donors, and the thousands of Australians who've joined AMPLIFY are proving this vision can become reality.

Paul Bassat
Founder and Chair, AMPLIFY



A message from the CEO



Our first year proved what's possible when community leads. We validated our model, delivered tangible impact, and built the foundation for lasting reform.

In February 2025 we brought together 100 randomly selected representative Australians for our first **National AMPLIFICATION on Housing**, where they wrestled with tough choices and found common ground. Rather than becoming discouraged, participants left the process energised, motivated to keep engaging and advocating for housing reform. This proved our theory that open, respectful deliberation was not only possible, but critical to lasting reform. With their mandate we've made real change, including \$54 million to modern construction methods and a commitment to 120 new prefab social homes in South Australia.

We launched **Home Truths** – Australia's first independent housing scorecard measuring both housing delivery and community confidence – reaching more than 1.75 million Australians and opening doors with governments across the country. We have briefed 38 MPs and Senators, reached more than 80 million Australians through 400+ media mentions, and continued testing and refining new models of large-scale community engagement. We also trialled new AI-enabled tools (including our Curtin pilot) to help us listen to larger groups of Australians, capturing their views in their own words and quickly surfacing the themes and trade-offs that matter most.

Above all, year one taught us that community support only matters if it drives change – and driving change

requires sustained pressure, disciplined execution, and a clear theory of influence. Housing remains our primary focus through the first half of 2026, and a significant part of our work for the next 2–3 years. We will maintain pressure through regular **Home Truths** scorecards, advocate to remove barriers to modern construction, and build cross-party coalitions so reforms survive changes of government. In the second half of 2026, we'll begin identifying the next defining challenge to rebuild the promise, guided by what the community tells us matters most.

AMPLIFY is powered entirely by philanthropic support. With our operational costs underwritten by our Founder and Chair, 100% of donor contributions go directly to programme delivery. That leverage is rare and means your support translates directly into more community voice, more reform permission, and more pressure on the systems that have allowed the promise to fray.

I'm immensely proud of what we achieved in 2025 and deeply grateful to our community, donors, and partners for backing **AMPLIFY** to rebuild the promise – for this generation and the next.

In 2026, our ambition is to move from proof-of-concept to scale: to reach many more Australians, strengthen the mandate for reform, and translate that support into durable policy change that survives electoral cycles – starting with housing, and building the model that can help rebuild the promise across the next great challenges Australia faces.

Georgina Harrison
CEO, AMPLIFY



Year one in numbers



13,000

Australians directly involved in our work

100

representative Australians joined our first **National AMPLIFICATION on Housing**

13

housing reforms received majority support from **AMPLIFICATION** attendees

120

modular social homes commitment by the South Australian Government

80M+

audience reached through media coverage

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Why we exist

Rebuilding the promise

The challenge

For decades, Australians believed each generation would have a better life than the one before. That promise has been broken.

When we ask Australians how they're feeling, the answers are sobering.

71% tell us the promise of higher living standards and a fair go has been broken.

61% say their standard of living has declined in just the past five years.

Young professionals can't afford to buy homes.

Families are crushed by cost-of-living pressures.

16% of Australians believe the next generation will have more opportunity than they did.

63% feel our society is becoming more divided.

Our research shows that the increasing lack of opportunity for people to meaningfully engage with the most important policy issues we face, coupled with political leaders are reluctant to champion bold policy ideas. This has resulted in a breakdown in trust between people and political decision makers. **80%** of Australians say politicians focus too much on winning votes instead of solving problems, but our research and engagement with communities shows a willingness to be part of the answer.

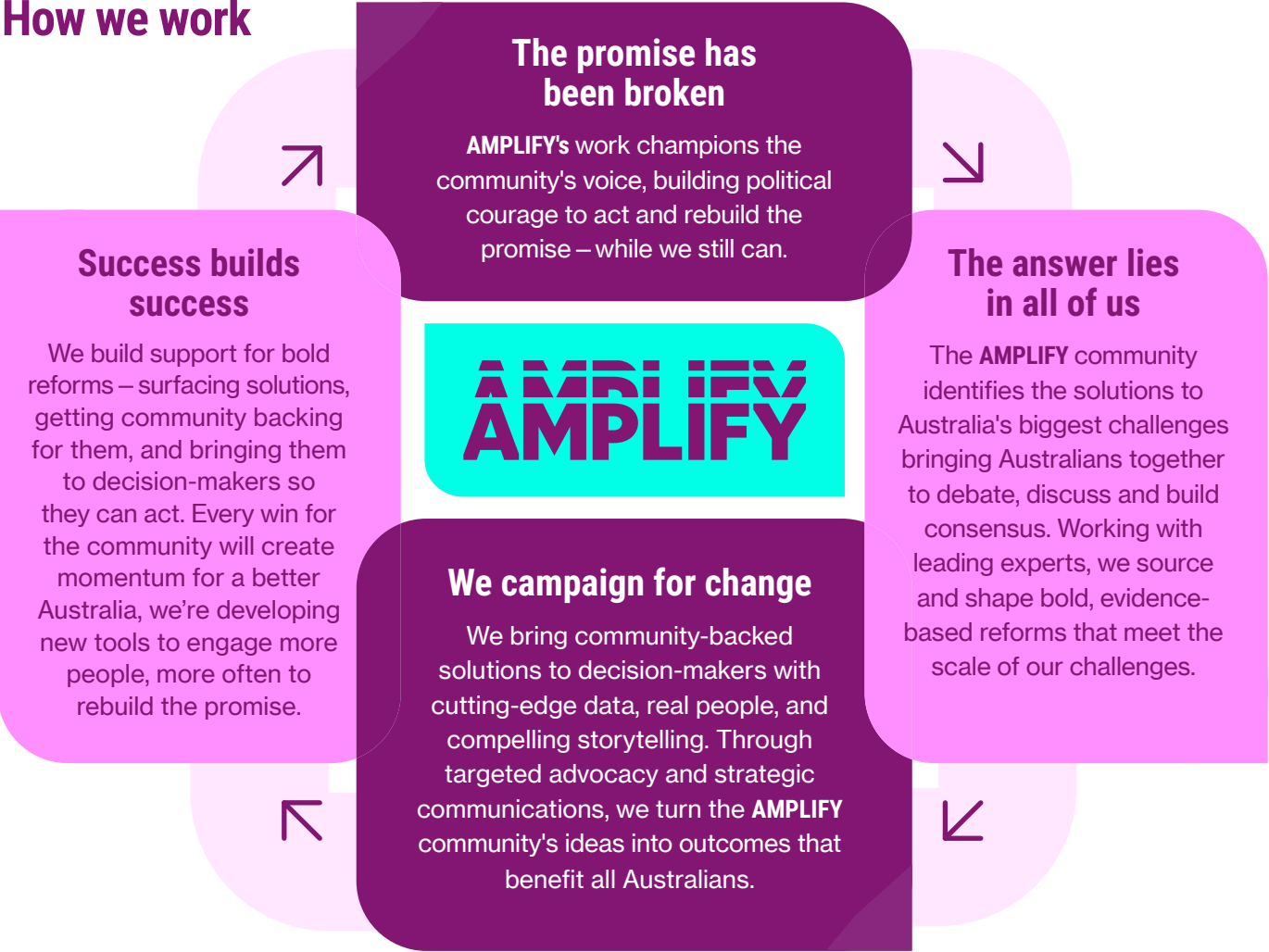
The broken promise isn't just a feeling. Real wages are **4.8%** lower than in 2019 (OECD Employment Outlook 2024). A median-income household can afford only **14%** of homes sold nationwide (Proptrack Housing Affordability Report 2024). Confidence in the economy has fallen to its lowest level since the 1991-92 recession (Roy Morgan, Confidence in the economy, 2025), and productivity growth over the past decade has been weaker than at any time in the last 60 years (Productivity Commission 2024).



What is it to be Australian? To be crushed with debt so you can't have kids?

– AMPLIFICATION participant

How we work



Our work is driven by a simple belief: when given the right conditions, Australians can wrestle with tough issues, work together to find solutions, and change their minds based on evidence and others' lived experience.

We are non-partisan, fiercely independent, and singular in our focus on impact. We measure our success in changed minds, bold policies, cut-through where it matters most, and lives improved.



Understanding what it means to be Australian. I don't even know what that means anymore. It could mean fair go for everyone... None of that's relevant now, none of that is true now.

– AMPLIFICATION participant

Our major breakthrough

The National AMPLIFICATION on Housing

February 2025: Australia's first National AMPLIFICATION

Our mandate to work on housing comes from the community with 95% nominating housing as a critical issue requiring action. When 100 representative Australians came together at the **National AMPLIFICATION on Housing** in February 2025, something remarkable happened. We built consensus for housing reform.

Building more homes, more quickly – emerged as the undeniable top national priority for reform to improve housing affordability and security.



The process



Participants represented every demographic, geography, political affiliation, and housing tenure.

As a microcosm of Australia, we had renters engaging with investors, Liberal voters hearing Labor voters (and vice versa), boomers finding common ground with Gen Ys, and more.



We did arrive as individuals with our own biases. Through listening and accepting other people's experiences, people really morphed their thoughts and became more accepting of ideas they initially thought they were going to strongly oppose.

– AMPLIFICATION participant

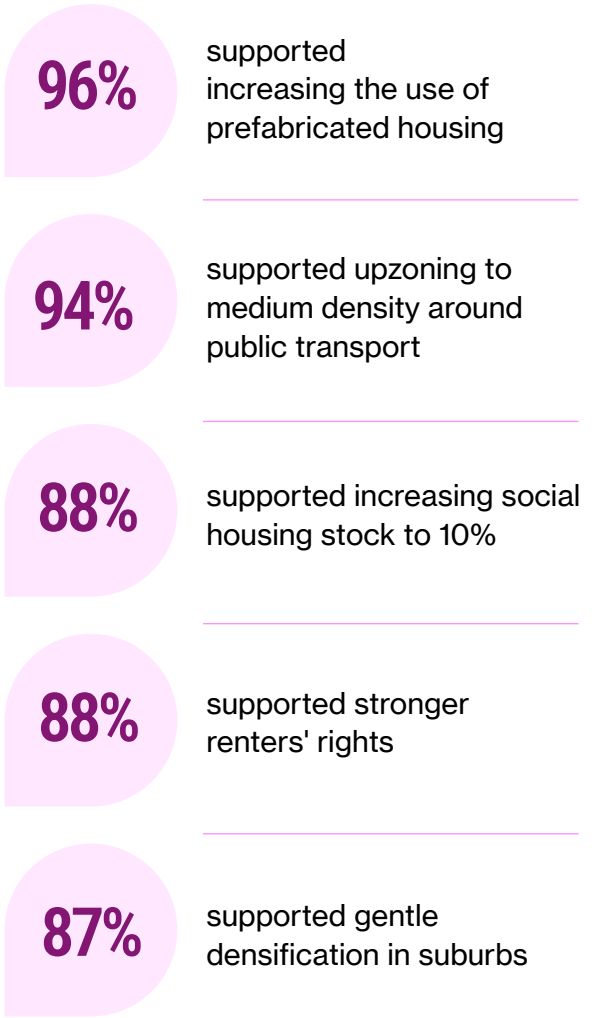


One of the coolest things that I found about this was the sense of community that I felt in terms of how many compromises I saw people willing to make. I learned that I don't have to be a bystander and accept that things are the way that they are, and I can make a difference, and that's really important.

– AMPLIFICATION participant

The results that changed minds: Majority support across all 13 reforms

Reforms to increase housing supply received the highest levels of support, with modern methods of construction and unlocking density coming out top.



This support cut across political lines. Labor, Coalition, Greens, and Independent voters each showed very strong support for prefabricated housing, medium-density rezoning, and gentle densification.



The power of deliberation

Change in levels of support for the 13 reforms after deliberation

Improvement in understanding aligned with the evidence

Willingness to accept compromise increased across all participant groups

9%

more people saw others as willing to compromise after information and debate (62% → 81%)

16%

more people felt understood by fellow Australians after information and debate

Key insight: Evidence changed minds

Over the course of one weekend, 100 Australians who arrived as strangers – renters and investors, Liberal and Labor voters, boomers and Gen Ys – left as a community united by a shared understanding of the housing crisis and what it will take to fix it.

The transformation wasn't just intellectual – it was deeply human. Investors changed their minds about renters' rights after sitting across the table from renters and hearing their stories. People who arrived convinced they knew the root causes of the crisis left with a completely different understanding after engaging with evidence and each other. Participants didn't just learn – they listened, questioned, debated, and ultimately found common ground. By Sunday evening, the atmosphere had shifted from initial hesitancy to a powerful sense of shared purpose. This is the power of deliberation: not just changing minds, but building the trust and understanding needed to tackle our biggest challenges together.

What we learnt

Participants valued engaging directly with experts and evidence, which built legitimacy for the process and empowered them to shift perspectives and build consensus. While our three-day intensive **AMPLIFICATION** format proved transformative, we're exploring more scalable models to give more Australians the opportunities they're demanding to help rebuild the Australian promise.





Rebuilding the promise Holding governments to account

October 2025
**Australia's first independent
Housing Scorecard**

We launched **AMPLIFY Home Truths** to drive action to build more homes, more quickly – the community's priority. This first-of-kind scorecard measures States and Territories on housing delivery and the community confidence in that delivery.

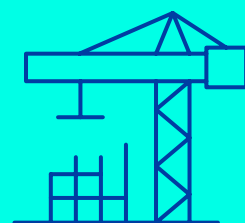


The promise of an affordable and secure home for Australians has been broken. We're not building enough homes and people don't trust governments to turn it around.

– Georgina Harrison,
AMPLIFY CEO

Why Home Truths matters

The promise of affordable and secure housing is core to who we are as Australians – but **71%** of Australians agree that this promise has been broken. That loss of confidence matters. When confidence collapses, the room to do big reform collapses with it. This is why we built **AMPLIFY Home Truths**: not only to track how many homes are being built, but whether people believe governments can turn the tide. Because even in places where supply is improving, confidence can remain low. That gap between progress and belief tells us something important: communities need to be brought on the journey. Trust shapes belief more than any announcement ever can, and right now, trust sits well below where it needs to be for a national build of this scale. **AMPLIFY Home Truths** shows where we are now, and where governments can bridge the gap.



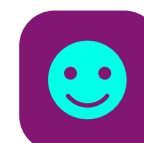
The methodology

AMPLIFY Home Truths is a regular rolling index containing two critical measures:



HOUSING DELIVERY:

The number of new homes each State/Territory is on track to deliver, based on Australian Bureau of Statistics construction data, against their population-adjusted five-year target.



COMMUNITY CONFIDENCE:

Representative survey of Australians' perceptions of whether governments will meet housing needs.

Sobering findings



No State or Territory is on track to deliver the number of homes it needs by 2029.



Community confidence in housing delivery is below 50% in every jurisdiction.



Sharpest disconnect: Victoria, which has relatively healthy housing delivery (2nd of 8 jurisdictions) however, has all-but lost the confidence of its residents (33.4% - 6th of 8 jurisdictions) **and** the lowest trust in government on housing nationally.



State-by-state performance

JURISDICTION		OVERALL SCORE	DELIVERY PROGRESS	COMMUNITY CONFIDENCE
1	ACT	61.8%	96.4%	46.1%
2	South Australia	56.4%	73.8%	44.3%
3	Victoria	52.4%	90.1%	33.4%
4	Western Australia	51.8%	86.5%	33.1%
5	Queensland	48.0%	67.7%	33.9%
6	New South Wales	47.4%	56.2%	39.8%
7	Tasmania	39.9%	47.6%	32.9%
8	Northern Territory	32.0%	19.5%	44.5%

Key insights

- **ACT leads on delivery** (96.4%) and has highest confidence (46.1%), yet still falls short of targets
- **South Australia’s government is the most trusted in the nation** on housing delivery
- **Confidence is fraying in Queensland**, with just 34% believing housing needs will be met
- **Victoria’s disconnect** is the starkest: strong delivery performance but the community has not been brought on the journey
- **Low confidence reflects more than supply issues** – it signals deeper challenges around community engagement in decision-making and buy-in to the reform agenda

Impact

- Continuing the spotlight on delivery keeps community input into housing reform at the top of the political agenda
- **AMPLIFY Home Truths** generated **175 media items**, reaching over **1.82 million Australians**
- Front-page coverage in The West Australian, extended ABC Radio National interview, features in The Australian, Courier Mail, Daily Mail and Canberra Times
- Considerable reach on commercial and public radio across all States and territories
- **AMPLIFY Home Truths** has opened doors at State and Federal level, establishing new connections with the Victorian Planning Minister, NSW Building Minister, ACT Deputy Chief Minister, WA Planning Minister, WA Opposition Planning spokesperson, Local Government Association, and WA housing department

What we learnt

AMPLIFY Home Truths demonstrates that accountability drives action. By making progress visible and measuring both delivery and confidence, we’ve created a tool that keeps governments focused on what matters while opening doors for deeper engagement on reform. The scorecard has shown us that building homes isn’t enough – governments must also bring communities along on the journey to rebuild trust and maintain the political space needed for bold action.

Looking ahead

AMPLIFY Home Truths will continue to shine a light on how States are performing – and how Australians feel about that progress. We’ll engage leaders, drive opportunities for reform and help them understand the importance of the community voice in decision-making.



Turning insight into impact

Our advocacy wins

The **National AMPLIFICATION on Housing** generated a powerful, community-backed mandate for change. We are working to that mandate and pushing for bigger bolder action on housing, including more fab, fast and fair prefab housing, through targeted and strategic advocacy.

We have welcomed a series of policy announcements made by Federal and State Governments over the past year linked to the community's priorities. One of these priorities was for more fab, fast and fair prefab housing – supported by 96% of participants at the **AMPLIFICATION**. We called for **governments to unlock the potential for 1 in 5 new homes** to be modern prefab homes by 2045 through: seeding a pipeline of prefab housing; modernising building and planning regulations; and mobilising skills for modern construction methods.



Federal Government action

Our advocacy and partnerships have helped drive major commitments from the federal government:

- **\$50M for prototypes** to boost innovation in modern construction methods
- **\$4M** to establish a new national voluntary certification scheme for Modern Methods of Construction
- **Launched a project to streamline** the National Construction Code



We're in a national housing crisis and the community is demanding bigger, bolder action. Prefab has a key role to play if we are to address the urgent need for more homes, sooner.

– Paul Bassat, Founder & Chair



My thinking has changed a lot. I've realised there are some solutions I previously dismissed that hold an important role in reform.

– Ray Newland,
NSW AMPLIFICATION Participant



South Australia action

We convened a Prefab Roundtable with SA Premier, SA Housing Minister, industry and community

- Commitment to procure **120 new prefab social homes** over four years
- **Launch of modular housing** pilot project through Renewal SA
- **Display village** planned for metropolitan Adelaide (late 2025/early 2026)



New South Wales action

We conducted advocacy with politicians and senior officials

- **Announced Building Productivity Reforms** to support the uptake of prefabricated homes and modular buildings, for introduction into Parliament in 2026
- Completed **'kit-of-parts' showcase**



Victorian action

We launched a public advocacy campaign at the site of a Victorian housing manufacturer

- **Published Victorian Government's Discussion Paper** Enabling Modern Methods of Construction (MMC) through effective building regulation
- **Published policy position on MMC** expressing necessary conditions for industry growth: regulatory reform, skills, and government leadership through procurement

Looking ahead

AMPLIFY will continue to make the case for change, leveraging our prefab modelling research and industry partnerships and bringing the community voice to government advocacy. Alongside this, we will broaden and deepen our community-backed housing policy platform.

We hope to expand our consensus-building reform work with the Master Builders Association, Property Council of Australia and Housing Industry Association, all of whom are recognising the positive contribution that **AMPLIFY's** community mandate can make to contested construction reform.



Influencing decision-makers Building political courage

Strategic engagement across the political spectrum

Throughout 2025, **AMPLIFY** maintained direct relationships with decision-makers across all levels of government and political parties.

Of the 38 politicians **AMPLIFY** briefed in 2025, 23 were at the federal level, including 5 senators. A third (13/38) of the politicians briefed were ministers, assistant ministers, or shadow ministers.

Our approach is grounded in the belief that decisions are stronger – and more durable – when they reflect the consensus of community.



We're not here representing ourselves as individuals, we're actually here representing the residents and people living all over Australia.

– **AMPLIFICATION** Participant

Our advocacy strategy

Translate findings into policy demands

- Published full **AMPLIFICATION** results and shared with policymakers
- Focused on reforms with strongest public support across political lines
- Used **AMPLIFY Home Truths** data to create ongoing accountability pressure

Engage directly with decision makers

- Federal Housing Minister, Special Envoy on Homelessness and Shadow Housing Minister
- State and Territory Housing Ministers from multiple jurisdictions
- Cross-party MPs interested in evidence-based reform
- Senior advisors in Federal and State/Territory governments
- Senior officials in Housing departments
- Participation in government roundtables and policy forums

Mobilise the community

- **AMPLIFY** supporters sharing findings with their networks
- Community members joining policy briefings
- Local advocacy sustaining pressure for change

What we learnt

Politicians recognise **AMPLIFY** provides unique legitimacy – community mandate combined with rigorous evidence – giving them more confidence to pursue ambitious reform. When we present reforms backed by majority community support (including across political divides), it makes it easier to pursue difficult but necessary changes.

Decision-makers are increasingly turning to **AMPLIFY** for:

- Evidence-based policy advice grounded in community deliberation
- State-by-state data showing delivery gaps and confidence issues
- Examples of jurisdictions making progress on reform
- Community voices that can't be dismissed as partisan

Looking ahead

AMPLIFY is also developing new tools to analyse parliamentary proceedings using AI technology. This will shine a light on how much parliamentary time is spent addressing the community's priority issues versus political point-scoring – creating another layer of accountability to encourage politicians to stay focussed on what matters most to Australians.

Engaging the community Testing new models

Beyond our **National AMPLIFICATION on Housing**, we continued to test new approaches to broaden participation and address trust and polarisation throughout 2025.

Building recognition and testing methods

To build credibility and test methods, we also convened a series of smaller deliberations and events on systemic issues, diving deeper into trust in government, the intergenerational divide, and polarisation.

The events had between 35 and 60 participants, were held in various locations across Australia, and provided opportunities for people to spend a few hours together listening, sharing, learning and debating some of the biggest challenges our democracy is facing.

These events gave us valuable insights into community attitudes, tested different ways to have people deliberate, and built recognition for **AMPLIFY's** role.

Remesh trial, Curtin electorate, Western Australia

In November 2025, **AMPLIFY** piloted Remesh, an AI-assisted community dialogue model, in partnership with Kate Chaney MP to engage her Curtin constituents on housing tax reform.

Results exceeded expectations:

112 participants joined live, with 90+ engaging asynchronously over four days. Over 90% said they would participate in similar forums in future. Unlike traditional polls that offer limited response options, Remesh captures what people think in their own words – giving us richer, more nuanced insights into community priorities and concerns.



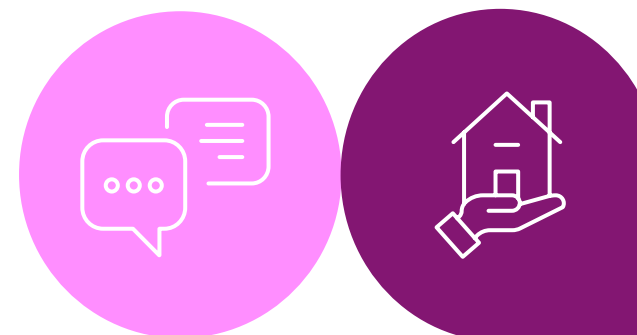
We have really enjoyed working with the AMPLIFY team. From the start, AMPLIFY had a can-do attitude, a willingness to collaborate and gave us confidence that the trial wouldn't be a flop. We are excited about the possibilities of hosting richer, more balanced, civil conversations about policy issues.

– Kate Chaney MP

This scalable approach complements our in-person deliberations and will help reach more Australians, and provide live community feedback on key issues. These pilots confirmed deliberative processes can adapt to different formats and communities – informing our approach to future issues and demonstrating that Australians across regions, generations, and backgrounds are ready for constructive dialogue when given the opportunity.

Sounding Board on Housing Reform

In October 2025, prior to the launch of the inaugural **AMPLIFY Home Truths**, we set up its first ongoing citizen advisory panel – the Sounding Board on Housing Reform. An open Expression of Interest was circulated to all **AMPLIFY** members and followers, and applicants were selected to maximise diversity in location, housing tenure, political views, age and gender. There are currently 10 members of the Sounding Board, with at least one representative from each State and Territory. The group meets monthly to act as a critical friend and advisory group to **AMPLIFY's** housing reform work. It has already had a significant impact on how we communicate and where we focus.



What we learnt

Australians are ready to engage deeply with the issues that matter most, but they need clear, accessible ways to participate – from intensive deliberations to easily accessible digital opportunities.

Looking ahead

Over the next six months, we'll conduct a range of regular engagements – testing new methods online and in-person – on construction costs, rental rights, housing tax reform and density.



Our community

Building engagement

Through our annual **AMPLIFY** Insights survey and regular **PULSE** polls – which together track Australia's real-time sentiment on the issues that matter most – Australians have made their priorities unmistakably clear.

The promise has been broken

- 16%** believe the next generation will be better off
- 63%** believe we are becoming more divided on issues, party and politics



I learned that a bunch of everyday Aussies can collectively debate a very important subject in a respectful, constructive way, and agreed to disagree.

– **AMPLIFICATION** participant

They want to be part of the solution

- 84%** say the community should have more say in shaping policy
- 72%** believe politicians are more focused on winning votes than solving problems

Most Australians would get involved – if they believed it would make a difference

Australians trust each other more than government to make the right decisions – and nowhere is that gap wider than on housing

By the numbers:



13K
Australians directly involved in our work



8.2K
joined the **AMPLIFY** community



8K+
email subscribers and campaign participants



44K+
unique website visitors



12M+
people reached via social media



80M+
reached through media coverage

Demographic diversity:



Ages 18-80+



Homeowners, renters, social housing tenants, investors



Regional and urban representation across all states and territories



Politically and ideologically **diverse**

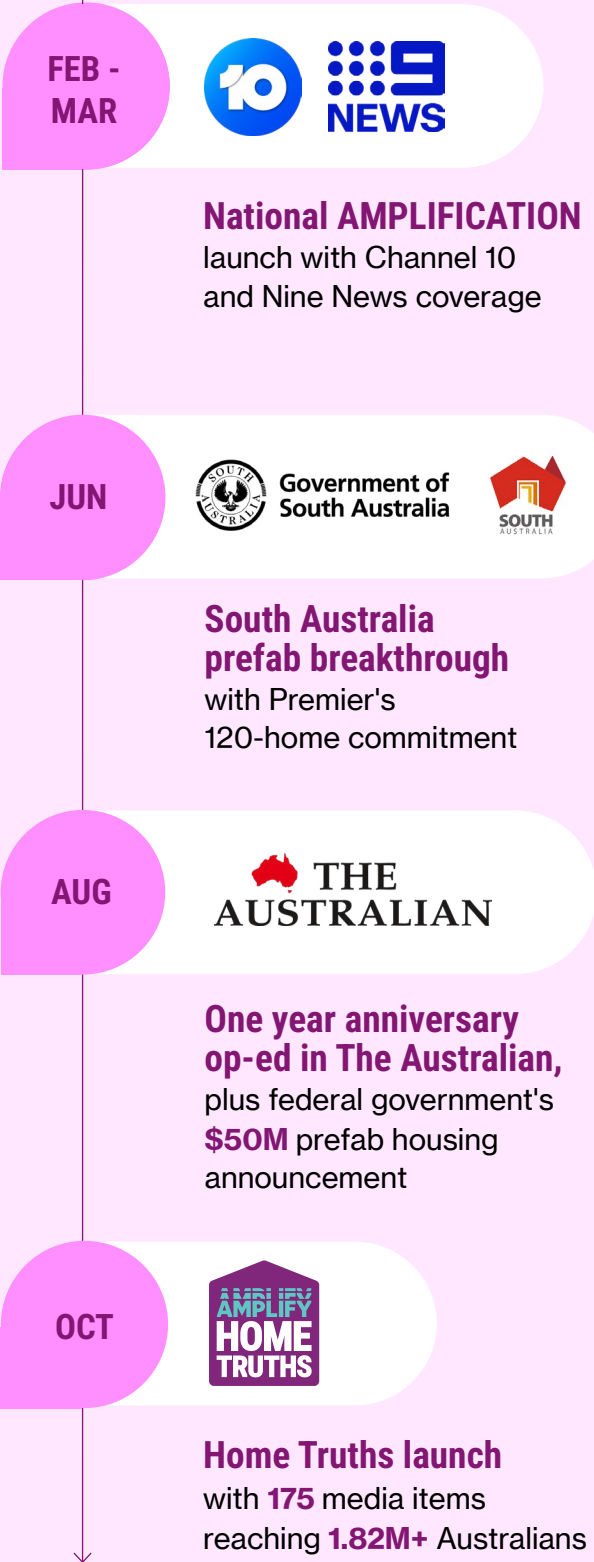
Media impact & reach

2025 annual media coverage

AMPLIFY reached 80M+ Australian audiences through media coverage in 2025, with 400+ mentions across print, broadcast, and online.

400+ mentions

Key media moments



Major coverage highlights



Op-eds and feature pieces
by Paul Bassat and Georgina Harrison in The Australian



Television coverage
including Channel 10 News and Sunrise



Flagship radio coverage
including 3AW Breakfast with Ross & Russ and SBS News Radio



Front-page stories
in The West Australian, extensive features in The Australian, The Courier-Mail, The Daily Telegraph, and The Canberra Times



Deep dive interviews
on ABC Radio National Drive



Regional reach
across every state and territory

What we learnt One year on

Year one has taught us invaluable lessons about what it takes to turn community voice into real policy change. Here's what we learnt:



Open conversation and education are key... making the effort to actually hear what is being said is extremely important for getting everyone on the same page.

– AMPLIFICATION participant

1 Increasing scale and pace

To maximise impact, we need a repeatable, scalable way to give Australians the opportunities to engage that they are demanding to help rebuild the Australian promise. Our three-day intensive **AMPLIFICATION** format proved transformative, but opportunities to engage cannot be limited to big set-piece national events. So, we're now exploring a variety of ways that people can engage on and offline, so that we can increase the scale, pace and quality of our community engagement.

2 Trust in experts remains strong

The community value evidence and appreciate the chance to consult with experts directly. This builds legitimacy, helps participants shift perspectives and build consensus.

3 People can find common ground for change

When given time, evidence, and space to listen to one another, people are willing to compromise and support bold reforms. Housing proved that consensus can be built even on complex issues, with divided opinions, and where personal stories really matter. Participants in our **National AMPLIFICATION on Housing** came away with a deeper understanding of issues, renewed belief in each other, and a willingness to compromise.

4 Driving impact

Community consensus is powerful – but it only matters if it drives real change. Turning community voice into government action requires relentless advocacy, strategic communications, and sustained pressure. We're building our capacity in this area because results demand it:

- Targeted engagement with decision-makers who can act
- Strategic media campaigns that reinforce the need to act and galvanise public opinion
- Ongoing accountability mechanisms like **AMPLIFY Home Truths** that maintain momentum
- Community mobilisation for sustained pressure between major moments

Legitimacy through results

As a new organisation, we recognise:

- ✓ **Trust** must be earned, not claimed
- ✓ **Transparency** and clear outcomes are essential
- ✓ **Community impact** is our marker of success
- ✓ **Results matter** more than rhetoric

Looking ahead 2026 and beyond

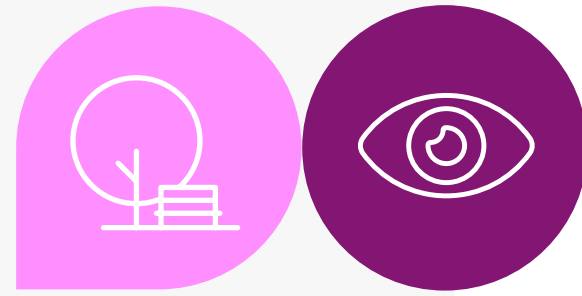
Housing first: Doing more

Housing will continue to be our primary focus during the first half of 2026 and will be a significant part of our ongoing work program for the next 2-3 years to ensure we drive lasting change.

Immediate priorities

- **Strong advocacy** for bigger, bolder action on housing, including removing barriers to modern methods of construction like outdated building regulations
- **Regular AMPLIFY Home Truths scorecards** maintaining pressure on delivery and accountability, ensuring leaders remain focused on meeting their commitment to deliver the homes needed
- **Public campaign** to keep housing reform at the top of the agenda
- **Cross-party coalition building** to ensure reforms survive changes of government

Our aim is to help governments stay on track to collectively deliver **1.2 million** new homes across Australia, while maintaining the community's confidence that this time, real change is possible.



I'm very hopeful for the process. Deliberative democracy is something that's happening all over the world.

– AMPLIFICATION participant

Rebuilding the promise

Housing is just the start.

We will work with the community to identify and tackle the next key element in restoring the promise to all Australians: enjoying a rising standard of living, a fair-go for all, and ensuring that the next generation enjoys greater opportunity than the last.

Our approach will be informed by:

- Community priorities
- Expert consultation across sectors
- Lessons learned from housing work
- Evidence of where deliberation can break through political gridlock

Innovating at AMPLIFY

Pipeline:

In 2026, we're focussed on answering:
How do we create community-backed solutions delivered at the right pace, scale and quality to drive impact?

Our test & learn approach involves refining a unique mix of tools and methods to find a repeatable way to:

- Understand an issue and how it is affecting the lives of Australians
- Surface bold, evidence-backed solutions to address the issue at hand
- Test those solutions at scale with the community to understand what they are likely to support and why
- Advocate to drive impact at the right pace

This means innovating to find better, faster, cheaper ways to:

- Attract, recruit and engage Australians
- At scale, quickly understand the values, frames and arguments people use when talking about reforms they support or oppose
- At scale, quickly take the pulse of Australians on crises and hot topics related to the promise as they arise
- Engage at a local level to empower communities to benefit from change, at the right pace to meet the challenges they face
- Convert our data into impact through effective communication to decision-makers and their constituencies



Why your support matters



AMPLIFY is powered entirely by philanthropic support. Every contribution amplifies the voice of the Australian community in shaping its future.

Your donation does more than fund our programme – it amplifies community power to reshape billions in government policy. As a small, lean organisation, we're advocating for policy reforms that could influence billions in government spending and shift the direction of the country.



Your support enables

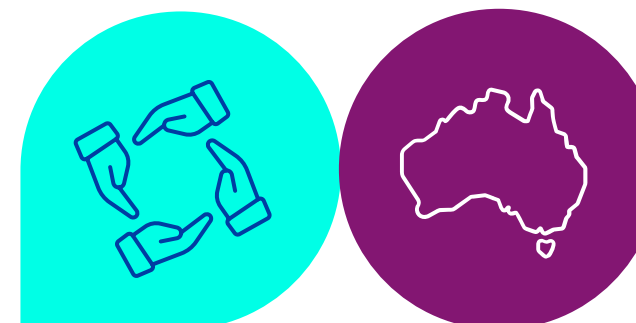
Driving housing reform – maintain pressure on government through accountability and advocacy that turns community consensus into real policy wins

Scaling to new challenges – apply our proven model to the next critical issue where the Australian promise has been broken

Reaching more Australians – expand community engagement through new digital tools while maintaining the deliberative depth that changes minds

Building advocacy muscle – strengthen our capacity to campaign for bold reforms and hold decision-makers accountable

Innovating for impact – pioneer scalable deliberative approaches that prove Australians can find consensus and drive change



The promise to Australians has been broken. Without bold action now, inequality will widen, trust in democracy will erode, and Australia's potential will remain unrealised. The urgency isn't theoretical—it's real. Every year we delay makes the challenges harder and the solutions more costly.

We need to act while we still can.



*Any kind of long-lasting reform that actually passes through the Parliament needs to be implemented and survive a change of government. It means that you need to have people who have different opinions coming together to find that uncommon ground that **AMPLIFY** is talking about.*

– AMPLIFICATION participant

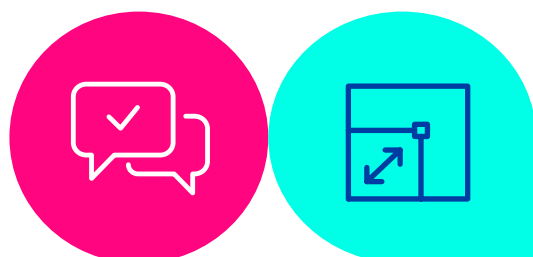
We've proven the model works Now we scale

Since launching, we've shown Australians are ready to lead on the big issues when trusted with evidence, time, and space to deliberate. Housing has demonstrated what is possible—consensus on complex reforms, built from the ground up.

We've turned community insight into government action. We've proven that deliberation breaks through polarisation. The housing crisis isn't solved – but we've created momentum. And we're just getting started.

The next chapter is about focus and scale: keeping housing momentum alive, preparing for our next major challenge, and building **AMPLIFY's** capacity to ensure community voice continues to drive bold reform.

The next generation deserves the same promise previous generations enjoyed: with your continued support, we bring Australians together to confront hard truths, shape bold solutions, and advocate for change to rebuild the promise – while we still can.



Thank you

To our Board

AMPLIFY's Board provides strategic direction, effective governance, and leadership. As a community organisation, the Board commits to always working in the interests of our community.

Board members

Paul Bassat
Founder & Chair

Georgina Harrison
Chief Executive Officer
& Executive Director

Joel Bassat
Director

Suzi Carp AO
Director

Rona Glynn-McDonald
Director

Kate Jones
Director

Gillon McLachlan
Director

Kate Pounder
Director

Dominic Perrottet
Director

Michael Schneider
Director

Zara Seidler
Director

Mark Warburton
Director

Our Development Committee expands our reach and powers our philanthropic impact:

Mark Warburton (Chair)
Paul Bassat
Amber Banfield
Kallie Blouhorn
Bronte Campbell OAM OLY
Rob Chapman AM
Robbie Cooke
Ali Rosenberg
Rupesh Singh

We are also grateful for the expertise and guidance of our Research Committee, which ensures our research is rigorous, forward-looking, and in the public interest:

Kate Pounder
(Non Executive Director)
Prof. Nicholas Biddle
Melinda Cilentio
Prof. Selen Ayirtman Ercan
Dr Vafa Ghazavi
Prof. Janette Hartz-Karp
Prof. Ed Santow

To every participant, community member, expert, and politician who had the courage to listen and act – thank you.

The AMPLIFY Team

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