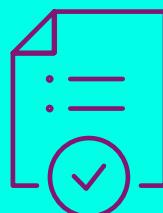




# Activity & Progress Report

June 2025





# Introduction

**AMPLIFY** was created in response to an urgent reality: the promise to Australians has been broken. For decades, Australians have enjoyed a rising standard living and quality of life, and expectation of a fair go for all Australians, a common understanding of what it means to be an Australian and a belief that each successive generation would enjoy greater opportunity.

Nowhere is this more visible than in the housing crisis, where secure, affordable homes are increasingly out of reach for a growing number of people. At the same time, trust in our political system to solve these challenges is declining. But Australians haven't lost faith in themselves – they believe in the power of their own voices to shape the future. That belief is what fuels our work.

Since August last year, **AMPLIFY** has delivered a number of landmark achievements. We hosted Australia's first National **AMPLIFICATION** on Housing, bringing together 100 randomly selected, representative Australians for a powerful, deliberative process. We held three major events across the country that surfaced community priorities and pressure points. And we built strategic relationships with decision makers across the political spectrum, as well as with respected experts and partners from industry and civil society.

What we've learned is both sobering and energising. Australians want to be involved – they're ready to roll up their sleeves and work together to solve complex national problems. Our in-person model has shown real impact. Participants come away with a deeper understanding of the issues, a renewed belief in each other, and a willingness to compromise.

These deliberative moments – while intensive – have proved transformative. As we grow, we are exploring more scalable models that preserve the power of deliberation while making the most of digital and community-based tools.

We also know that trust must be earned. As a new organisation, we recognise that legitimacy will come not from rhetoric, but from results. Transparency, clear outcomes and community impact will be our markers of success.

**Looking ahead, our focus is on moving from insight to influence. The National AMPLIFICATION on Housing has created a clear mandate for action, and we're already seeing early wins through our advocacy. As we continue to address the housing crisis for the next 2 to 3 years, we will additionally begin on the next big issue later this year. We're committed to addressing the issues that matter most to Australians to drive change while we still can.**



*Understanding complex reforms is one thing, but all of us, when we walk into a room on any issue, bring all of our lived experience and all of our emotional experience into that conversation as well.*

– AMPLIFICATION participant



*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



# Why now

For decades, Australians believed in a simple but powerful promise: that each generation would have a better life than the one before. That promise meant secure housing, a fair-go for everyone, and a shared confidence in our future. Today, that promise has been broken. Rising inequality, political gridlock, and growing disillusionment are symptoms of a system that isn't delivering.

At **AMPLIFY**, we believe the only way to restore that promise is with bold ideas and the courage to do what needs to be done. We were founded on that principle – and on the conviction that Australians deserve to be part of the solution. Our model is built around the belief that real progress begins with the community. We put people at the centre, not just to share their stories but to identify the best policy solutions and build support for action.

We are non-partisan, fiercely independent, and singular in our focus on impact. We measure our success not in headlines, followers, or airtime – but in changed minds, bold policies, and lives improved.

We started with housing because we believe it is the defining challenge of our time. The housing crisis touches everyone and it is holding us back. If we can help catalyse reform, we don't just create better outcomes for millions of Australians – we build proof that meaningful reform is possible.



Australia's **productivity** growth over the decade to 2020 was the **slowest in 60 years**



Population **health worsened for the first time in 20 years**

in 2022 with 5.5 million years of healthy life lost to disease and injury



Australia's average education achievement is declining, with the average 15-year-old almost **two years** behind students in the early 2000s



**Housing affordability is the worst level in at least three decades** and less than **1% of rental properties** are affordable



Australia is **not on track** to meet greenhouse gas emission targets by 2030



*There are a huge and diverse range of viewpoints but ultimately people really did agree deeply and fundamentally that what we are doing now is not working and Australians are suffering the consequences in the form of the current housing crisis. Everyone agreed that something needs to be done urgently.*

– 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

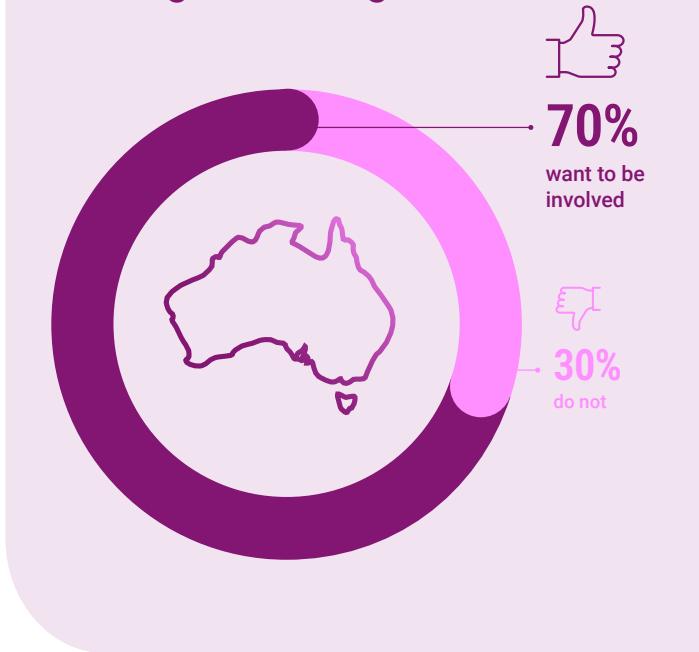
# Addressing the housing crisis

Our 2024 AMPLIFY Insights survey of 4,000 Australians ranked housing as the one of the biggest challenges facing the country.

The results were clear: Australians are concerned about affordability, choice and security – and they believe that governments and industry are failing to deliver real solutions.

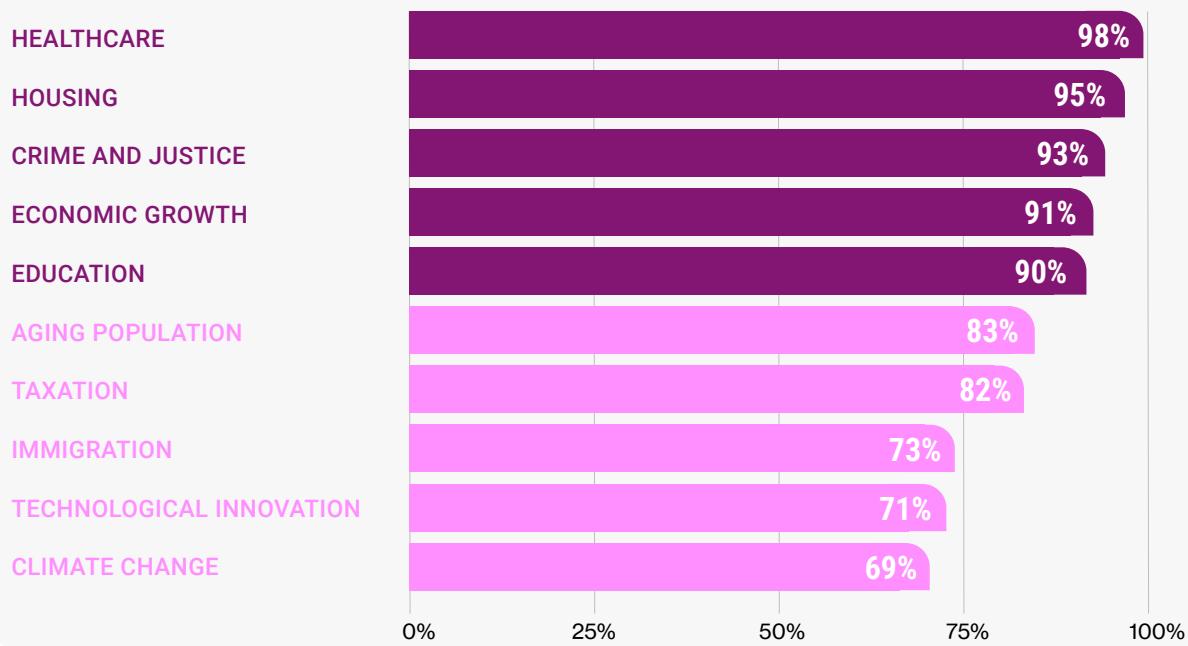
In response, we launched Australia's first National **AMPLIFICATION** on Housing, a process designed to test public support for a broad set of housing reforms – if people were given the time, space and support to learn and deliberate.

A significant majority of Australians want to be involved in fixing the housing crisis



## Australians agree on which issues are important

Q: Below are some areas in which Australia might face challenges in the next 10 years. For each, please tell us how important it is to tackle.



# Our deliberative process

We applied a four-step model:



## SEEK

Surveyed a nationally representative group of 4,000 people and gathered over 47 expert-submitted reforms.



## SHARE

Shortlisted 13 evidence-backed reforms through a panel of AMPLIFY Community Heroes and independent experts.



## SOLVE

Brought 100 randomly selected Australians together for a three-day in-person deliberation in Sydney.



## SPARK

Used pre- and post-event polling to reveal how opinions changed after deliberation.



## Participant profile

Recruitment was conducted by the Sortition Foundation to ensure demographic, geographic, political, and housing status representation.

- **36,000 invitations** mailed, and over **2,500 online expressions** of interest
- Final sample stratified by **age, gender, region, education, housing status, political affiliation, Indigenous status** and more



## Experts and policy leaders

Participants heard directly from reform proponents, challengers and independent experts representing a wide range of perspectives. They discussed the trade-offs, asked questions, and evaluated the reforms based on impact, feasibility and fairness.

Senior political leaders from across the spectrum, including Housing Ministers and Shadow Ministers, were present throughout the weekend – ensuring that insights were not only heard but taken seriously at the highest levels.

# The National AMPLIFICATION on Housing

The 100 participants in the National AMPLIFICATION on Housing considered 13 reform proposals selected for their strong evidence base and relevance to affordability, choice, and security. After a weekend of deliberation, the message from the community was clear: Australians are ready for bold, practical reform – especially when it comes to building more homes.

All 13 reforms received super-majority support (66%+), with participants recognising that no single solution will fix the housing crisis. Instead, there was strong appetite for a system-wide response that addresses supply, regulation, taxation, and housing security. Politically difficult reforms also gained traction – 73% supported replacing stamp duty with a land tax, and 70% backed reforms to negative gearing and the capital gains tax discount.

## The 13 shortlisted housing reforms focused on:

Making Housing Affordable	Increasing Housing Security	Expanding Housing Choice
01 Replace stamp duty with land tax	05 Upzone to medium density around transport	09 Strengthen renters' rights
02 Reform negative gearing and capital gains tax	06 Enable gentle densification	10 Build to rent tax incentives
03 Increase rent assistance	07 Increase the use of prefabricated housing	11 Mandatory inclusionary zoning
04 More essential worker housing via private investment	08 More visas for tradies	12 Increase social housing to 10% of housing stock
Enabling Change	13 Legislate a national housing and homelessness plan	

This support cut across political lines. ALP, Coalition, Greens, and Independent voters each showed more than 84% support for prefabricated housing, medium-density rezoning, and gentle densification. While Coalition voters were less supportive of social housing (66%) and renters' rights (72%), all top reforms received majority backing from every political group.

Participants also identified the root causes of the housing crisis. Chief among them were high construction costs, low investment in social housing, and excessive regulation and zoning barriers. Notably, concern about foreign investment as a major driver dropped sharply – from 44% to 18% – after participants engaged with the evidence. This shift highlights the role deliberation plays in correcting misconceptions and focusing public attention where change is most needed.



*We did arrive as individuals. We did arrive with our own biases or views on the world. And very quickly what's occurred is that through listening and accepting other people's experiences, it's enabled people to really morph their thoughts and be more accepting of ideas that they initially thought they were going to strongly oppose.*

– AMPLIFICATION participant

## Top supported reforms



**96%**

supported increasing the use of prefabricated housing



**94%**

supported upzoning to medium density around public transport



**88%**

supported increasing social housing stock to 10%



**88%**

supported stronger renters' rights



**87%**

supported enabling gentle densification in suburbs



# Our unique approach

When Australians come together, they can put their differences aside and find uncommon ground.

The **AMPLIFICATION** event showed us that people are willing to change their minds and gave us strong evidence that people are much more willing and able to engage with evidence, different perspectives, and compromise than traditional polling suggests.

## Key shifts

Support increased for  
**9 of the 13 reforms**

**+19%**  
saw others as **willing to compromise**

**+16%**  
**felt understood**  
by others

**0**  
**participants**  
reported feeling  
“very poorly understood”

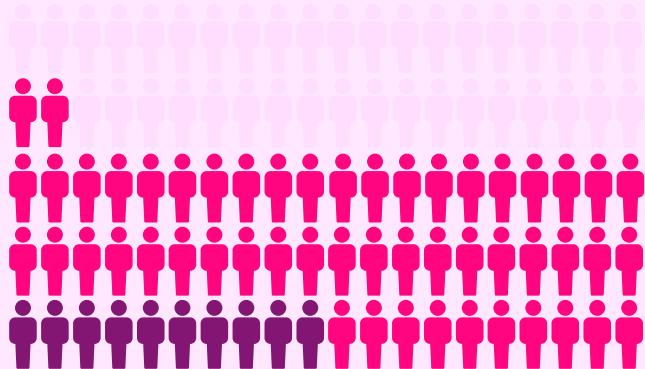
Participants were able to weigh up competing perspectives, listen carefully to others, and find agreement in unexpected places. This process demonstrated that the community is not only capable of grappling with complexity, but eager to do so when given the chance. Investors changed their stance on renters' rights after talking directly with renters and hearing how rental markets work overseas. These conversations built empathy, challenged assumptions, and shifted views.

## Willingness to compromise

Q: How willing do you think other people are to accept compromise on housing reforms?

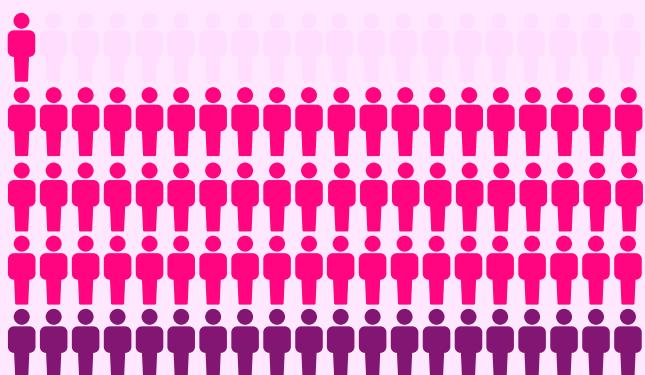
BEFORE

62%



AFTER

81%



● Somewhat willing ● Very willing

## Community voices

The atmosphere was powerful — from initial hesitancy to a shared sense of purpose. By the end, participants didn't just understand the issues more clearly; they felt connected, energised, and ready to push for real change.



*Most people are willing to compromise and find things they can agree on.*



*Open conversation and education are key in supporting people to understand how housing insecurity affects people and states in different ways.*



*Leaving space for others to speak and making the effort to actually hear what is being said is extremely important for getting everyone on the same page.*

Source: 2024 Amplify Insights

# What's next for housing

The **AMPLIFICATION** generated a powerful, community-backed mandate for change. We are now using that mandate to push for bold, evidence-based housing reform through targeted and strategic advocacy. Our approach is grounded in the belief that decisions are stronger — and more durable — when they reflect informed public will.

The **AMPLIFICATION** process showed what's possible when Australians are given the tools and space to deliberate — and now, we take the next step. We will continue to push for ambitious, community-backed housing reform, using this mandate to call for action at every level.

“

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

— **AMPLIFICATION** participant

## Our advocacy strategy

1

### Translate findings into policy demands

We've published the full results and shared them with policymakers, focusing on reforms with the strongest public support across political lines.

2

### Engage directly with decision makers

Our team is continuing to meet with Housing Ministers, Shadow Ministers, and senior advisors across State and Federal governments to ensure the community's voice is heard in the rooms where decisions are made.

3

### Mobilise the community

**AMPLIFY** supporters are sharing the findings with their networks, joining policy briefings, and engaging in local advocacy to sustain pressure for change.



## Early signs of progress



**\$50M** Commitment from the Federal Government to **boost prefabricated housing.**

**\$4M** Additional funding allocated to **streamline certification and regulatory barriers.**

We were pleased to see these announcements which align with what our community wants.

# Engaging the community

While the National **AMPLIFICATION** on Housing demonstrated the power of informed public voice in shaping policy reform, we also piloted new approaches to broadening community participation to address the systemic issues of trust and polarisation.



## Rebuilding trust in regional Australia – Toowoomba, QLD

On 31 October, we hosted a three-hour mini-deliberation with 21 participants in Toowoomba. This session marked the start of our regional engagement strategy, focused on places where trust in government is among the lowest. Participants shared concerns about representation, accountability, and what it would take to rebuild confidence in decision-making.



## Bridging the intergenerational divide – Box Hill, VIC

A full-day deliberation on 24 November brought together 36 participants to have open, honest conversations about what divides and connects Australians across generations. Participants engaged in a series of structured dialogues with experts, explored data and personal experiences, and took part in creative activities that challenged them to see life through the eyes of other age groups. Together, they discussed the realities of the “generational contract,” surfaced what makes life good now and into the future, and identified both shared values and fundamental differences around housing, climate, and tax.



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

– AMPLIFICATION participant



*I'm 73, I think I'm out of touch, so the opportunity of coming here and listening to people has reignited something.*

– AMPLIFICATION participant



## Reverse polarisation – Sydney, NSW

On 25 November, a 2.5 hour evening drew 75 participants for an accessible introduction to tackling polarisation in Australia. The session was designed to create a low time commitment for participants, while hearing from leading experts with different perspectives on the topic. The conversation focused on generational frustrations, the role of the social media and how the community can more actively contribute to shaping reform in Australia.



## Insights and next steps

Across these three events, the message was consistent: Australians want more inclusive, constructive conversations about national issues – and they're ready to be part of the solution. These pilots confirmed that deliberative processes can adapt to different formats and communities.

Insights from these sessions are already informing our approach as we prepare to tackle our next big issue – ensuring that future reforms reflect what matters most across generations, geographies, and lived experience.

# The AMPLIFY Community

AMPLIFY is powered by a growing community of Australians who want better answers – and a better process for finding them.



## National reach

**4,000+**

Australians surveyed via AMPLIFY Insights

**100**

representative participants in our Housing AMPLIFICATION

**12M+**

people reached via social media

**44,000+**

unique website visitors

**8,000+**

email **subscribers** and campaign **participants**

**80M+**

reached via extensive media coverage since launch

## Who we're reaching

Our community is diverse:



Age range:

**18–80+**



Mix of:  
**homeowners, renters, social housing tenants + investors**



**Regional + urban**

representation across every state and territory



Politically + ideologically diverse

These numbers reflect not just reach – but the appetite for a new kind of democratic engagement in Australia.



# Acknowledging our supporters

We are deeply grateful to the individuals, philanthropic partners and organisations who believe in AMPLIFY's mission and support our work.

Their commitment makes it possible for us to deliver Australia-first approaches to policy reform, elevate the public voice, and tackle the biggest challenges of our time.

## Why support AMPLIFY

Our ambition is for Australia to reach its full potential as the fairest and most prosperous country on earth. It won't be easy – but the time to act is now. By supporting AMPLIFY, you join a national movement of people who believe in community-led change and evidence-driven reform.

### Impact

You'll see firsthand the difference your support makes – through access to data-rich reports, opportunities to observe deliberations, and evidence of real policy shifts driven by public consensus.

### Community

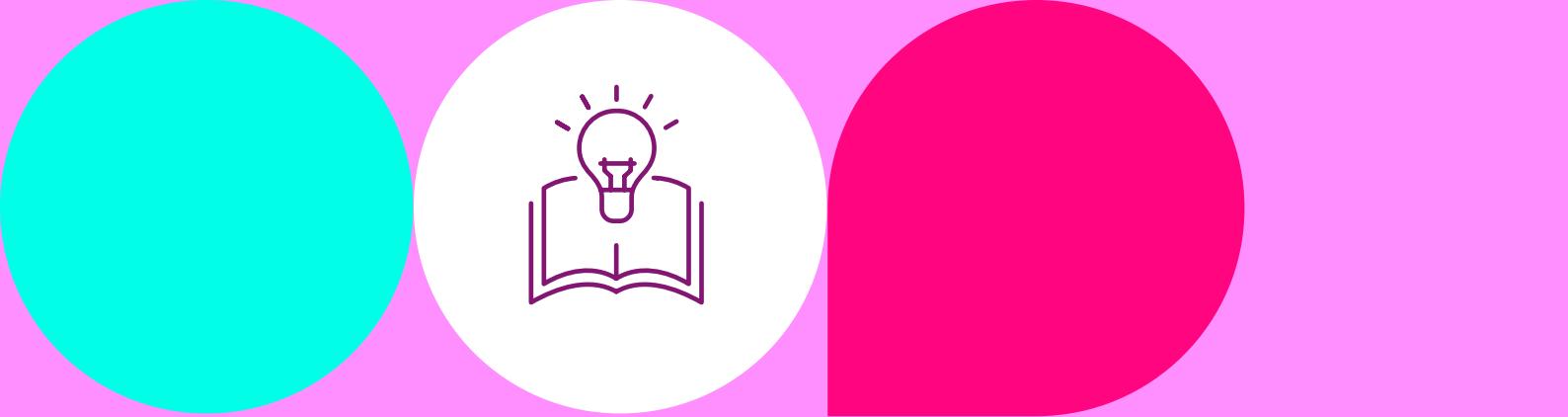
AMPLIFY supporters are connected to a growing network of changemakers and values-aligned leaders. You'll be invited to events and conversations with thought leaders, campaigners, and experts tackling the issues that matter most.

### Innovation

Our work is at the forefront of democratic innovation in Australia. From deliberative polling to policy translation and advocacy, we are testing, refining, and scaling new ways to make public participation meaningful.

### Alignment

We work with individuals and organisations who share our commitment to building a better Australia – and who know that the time for bold, courageous action is now.



# AMPLIFY



**To learn more or to explore  
partnership opportunities,  
please get in touch:**

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