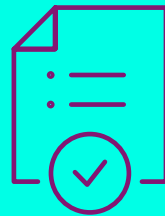


AMPLIFY  
AMPLIFY

# Activity & Progress Report

January - June 2026





## A message from the CEO

## Moving from proof to impact

Since our Annual Report in January, AMPLIFY has moved decisively from building the evidence base to using it. We have published Australia's most comprehensive community-led housing policy platform, released two further editions of AMPLIFY Home Truths, and secured national media coverage that elevated our work into mainstream debate including through our own strategic post-Federal Budget polling. We have also shone a spotlight on how Parliament spends its time, and taken the community's mandate directly to government at every level, across parties.

The housing crisis has not eased. Our latest research shows Australia is on track to build fewer than 873,000 of the 1.2 million homes needed by 2029, and community confidence in governments' ability to fix the problem has fallen to its lowest point since we began measuring.

Yet Australians themselves have not given up. When given the facts and a genuine chance to consider and discuss the evidence, they support reform that is bolder and broader than the political conversation assumes. That gap between what the community is ready for and what governments are willing to do is where AMPLIFY works.

This report captures a period of significant output. In the months ahead, our work deepens: continuing to hold governments to account through advancing the reforms Australians have backed, and beginning to scope the next great challenge we will tackle alongside the community. On behalf of Paul Bassat, our Founder and Chair, and the whole AMPLIFY team – thank you for making it possible.

**Georgina Harrisson**  
CEO, AMPLIFY



The housing policy platform

# The plan built by 18,000 Australians

## Australia's biggest community engagement on housing

In April 2026, AMPLIFY published Solving Australia's Housing Crisis: A promise broken, a plan to rebuild it. Built over 18 months through deliberation, research, expert engagement and community input involving more than 18,000 Australians, the platform sets out four shifts and ten reforms, with every recommendation backed by majority community support across all demographics, geographies and political affiliations.



### Shift One More housing supply

Build more homes where people want to live. Slash planning and building red tape. Use faster modern methods of construction. Address worker shortages.



### Shift Two A better tax system for housing

Better use the homes we have by replacing stamp duty with land tax. Reform negative gearing and the Capital Gains Tax discount and undertake a broader tax review.



### Shift Three Protect renters & support the vulnerable

Make renting fairer and more secure. Rebuild social and affordable housing. Fix Commonwealth Rent Assistance.



### Shift Four Delivery architecture for a crisis

Establish a national housing delivery unit in PM&C. Strengthen public accountability and transparency.

**1,037,000** additional homes (10-year cumulative, at steady state)

**536,000** additional homeowners

**All renters** with improved conditions



*The housing crisis affects everyone, but it is being felt differently. Behind every statistic is a person waiting for a home, a family stretched beyond its limits, a community losing confidence.*

– AMPLIFY Housing Policy Platform, April 2026

## Media context

The platform launch generated national online media coverage, including The Australian and news.com.au, potentially reaching more than 2.2 million Australians, and embedding our policy agenda in mainstream debate. The State of the Housing System 2026 report from the National Housing Supply and Affordability Council confirmed several of our findings, prompting AMPLIFY to call for urgent action ahead of the Federal Budget.

Community voices on the housing crisis

# Australians are not waiting

AMPLIFY's research consistently shows that the housing crisis is not an abstraction. It is the daily reality of millions of Australians: renters, aspiring homeowners, families in housing stress, young people shut out of the market. When we ask them directly, their voices are unambiguous.



*I once thought that Australia was a lucky country. It is no longer. It has become a country of haves and have nots. Housing is a necessity not a luxury.*

– 35 to 44 year old renter, Western Australia

*There is no hope for Aussies to own their own home. My dreams have been crushed because I'll never be able to own my own home, so now I've had to make the horrible choice of deciding not to have children.*

– 35 to 44 year old living with parents, South Australia

*As a person who rents a home, I struggle a lot to stay in one place due to rent increases occurring every year. I used to be able to live in a place for 3 or more years, but due to increasing rent I'm forced to move around.*

– 25 to 34 year old renter, ACT

*This is one of the biggest issues facing New South Wales and Australia and needs urgent and consistent attention at all levels of government.*

– 65 to 74 year old homeowner, NSW



These are the voices that drive AMPLIFY's work.

**84% of Australians believe the community should have more say in shaping policy decisions, we exist to make that real.**

# Holding governments to account

Since January, AMPLIFY has published two further editions of AMPLIFY Home Truths. Maintaining consistent, quarterly pressure on governments and industry to deliver the homes Australians need and to rebuild the trust that has been lost.

AMPLIFY Home Truths is the only scorecard in Australia that measures both housing delivery and community confidence together, state by state. By making progress, and the lack of it, impossible to ignore, it has opened doors with governments, driven national media coverage, and given Australians a clear, honest picture of where things stand.

## Overarching findings across all three editions

No state or territory is on track to meet its housing targets. That consistency is itself a finding, and a call to action. Incremental reform is no longer enough. Public trust continues to fall even where housing delivery is improving.



*Governments need to stop talking about what they are going to do and get on with doing it. Not enough is being done to address this issue.*

– 65–74 year old homeowner, Western Australia

## Media impact

The February release of the second edition of AMPLIFY Home Truths secured national and metropolitan media coverage, including features in The West Australian, The Canberra Times, The Herald Sun, and on news.com.au. The campaign delivered 106 media mentions and reached a potential cumulative audience of 2.7 million.

This momentum continued with the third edition of AMPLIFY Home Truths released in April. The release was strategically aligned with the Federal, Western Australia and Victoria Budgets to shape debate on housing, trust and government priorities. The report reinforced our key Budget asks, positioning community voices at the centre of the conversation. The campaign delivered 186 media mentions, reaching a cumulative potential audience of over 15.4 million.

## Notable movements

**+1.9**

confidence rise in **South Australia** alongside improving housing delivery.

**5.5%**

decline in housing delivery in **Western Australia**, which also recorded the nation's highest share of residents in housing stress.

**26%**

of **NSW** residents are spending more than half their household income on housing, giving NSW the deepest housing affordability stress in Australia



## State-by-state rankings, Edition 3 (April 2026)

		INDEX	HOUSING DELIVERY	COMMUNITY CONFIDENCE
<b>1</b>	ACT	55.5%	95.9%	37.2%
<b>2</b>	South Australia	53.7%	79.4%	37.9%
<b>3</b>	Victoria	52.2%	88.2%	33.4%
<b>4</b>	Queensland	47.6%	68.2%	33.0%
<b>5</b>	Western Australia	47.4%	80.3%	28.2%
<b>6</b>	New South Wales	45.4%	62.7%	32.4%
<b>7</b>	Tasmania	35.1%	45.7%	26.1%



# Transparency, accountability, action

## AMPLIFY House Monitor

In February 2026, AMPLIFY launched **House Monitor**, an Australian-first, AI-enabled analysis of every speech given in the House of Representatives and the Senate since the 2025 Federal Election. Covering 16,334 speech segments and an estimated 625 hours of speaking time, we asked: are our politicians actually focused on the issues that matter?

Our analysis showed that less than **40% of parliamentary time was spent on policy issues affecting communities**. It also revealed that MPs and Senators spend more than a third of their time engaging in "political theatre" and "bad behaviour" – the equivalent of 28 business days.

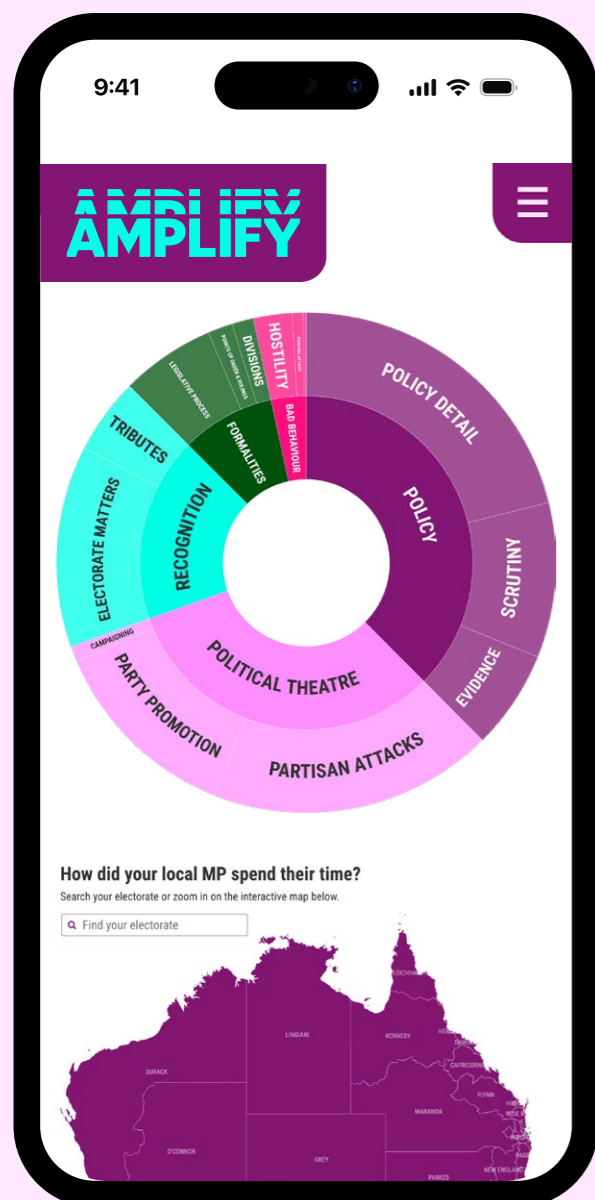
Our unique analysis and framing achieved strong political and media cut-through, generating 344 media mentions, and reaching a potential cumulative audience of 3.5 million. Coverage spanned major metropolitan and regional outlets, including prominent placements across News Corp mastheads such as the Herald Sun, Daily Telegraph and Courier Mail, as well as key regional publications. The breadth and depth of coverage underscores the relevance of AMPLIFY House Monitor to the national political debate.

*Politicians wasted 28 days on 'political theatre', new data reveals.*

**The Canberra Times**  
February 2026

*House of the drag ons.*

**Herald Sun**  
February 2026



## Policy submissions and advocacy

### Senate Select Committee on Capital Gains Tax (January 2026)

AMPLIFY's submission to the Senate Select Committee on the Operation of the Capital Gains Tax discount draws on deliberative polling data, community engagement and generative polling findings from the Curtin electorate pilot with Kate Chaney MP, demonstrating that Australians are ready for this conversation and that even investment property owners support reform when revenue is directed back into housing.

### National Construction Code modernisation project (February 2026)

AMPLIFY's submission to the Australian Government's NCC Modernisation Project calls for regulatory reform to unlock modern methods of construction. Drawing on the AMPLIFICATION result (96% community support), consensus-building with Master Builders Australia's Building Regulation Committee, and independent modelling showing reform could deliver up to 192,000 additional homes over 20 years and \$87 billion in economic output. Treasury's Interim Report on the review released on 30 April, reflects several reform directions that AMPLIFY recommended, including recognition of validated methods and designs by default, expanded 'fast-track' pathways, stronger national certification, and removal of paywalls on referenced standards.

### Senate Select Committee on Productivity in Australia (April 2026)

AMPLIFY's submission to the Senate Committee on Productivity presents the community's recognition of the housing productivity nexus and expectation that action at all levels of government.

However, scepticism of who will benefit from productivity growth is a critical barrier to reform. We recommend that addressing the structural barriers to housing supply – regulatory red tape, distortive tax settings, underinvestment in social and affordable housing, and slow adoption of modern construction technology – is among the highest value productivity reforms available to Australian governments today.

### Senate Committee on Intergenerational Housing Inequity submission (May 2026)

AMPLIFY's submission to the Committee highlights six reforms with the strongest evidence of impact on intergenerational equity, and that have community backing. We also shared our housing policy platform containing the full suite of supported reforms: *Solving Australia's Housing Crisis: A promise broken, A plan to rebuild it* the Committee.

### Federal Budget (May 2026)

The Federal Budget included supports for first home buyers, a Local Infrastructure Fund to unlock land supply, and reforms to negative gearing and the Capital Gains Tax discount to favour new housing. Steps in the right direction, but short of the broader, bolder reform the community has called for. AMPLIFY will continue to push for more.



In numbers & media impact

# By the numbers

**18,000+**

Australians involved in building our housing platform

**80M+**

reached via media coverage since launch

**400+**

total media mentions since launch

**12M+**

people reached via social media

**8,000+**

email subscribers and campaign participants

**38**

politicians briefed in 2025

## Reaching the national conversation

Since January, AMPLIFY's research and community engagement have achieved consistent national cut through, with our findings shaping coverage across print, broadcast and digital media nationwide.

Our key products, AMPLIFY House Monitor and AMPLIFY Home Truths, generated significant coverage across national, metropolitan and regional media, and shaping national conversations about community engagement and political accountability.

Our housing policy platform, informed by the views of more than 18,000 Australians, served as a cornerstone of our advocacy - driving significant media coverage, informing briefings with political leaders, and deepening ongoing community engagement.

In May, we commissioned the first national polling testing reaction to the Federal Government's housing tax changes. The polling drove AMPLIFY's highest reach coverage to date, securing influential multi-day coverage in the Australian Financial Review, across news.com.au and ABC's Insiders program, with our research shaping the national policy debate. This coverage reached a total audience of 5.9 million, with potential reach of 5.2 million.



## Contribution to impact

### Political and policy engagement

We continue to build on our advocacy directly with governments, oppositions and those members of parliament who want to see the promise restored. In recent months, this has included discussions with the Federal Government, Federal Opposition, in Victoria, South Australia, NSW, WA and the ACT, with more to come.

Virtually all these discussions confirm a keen appetite for the community insights AMPLIFY are able to provide and a willingness to engage with us to help shape policy. To this end, we remain in several active conversations across a range of housing policy proposals.

### Government action

We are pleased to see several announcements relating to policies that we have advocated being followed through. While not always with the level of ambition we or Australians would like to see, each will contribute to solving the housing crisis and provides a future opportunity to scale-up significantly.

### Key actions include:

#### Shift one Building more homes

- **Australian Government:** Productivity Commission Inquiry into housing regulation; \$39.3 million investment to expand the "kit-of-parts" modern method of construction; \$2 billion investment in a new Local Infrastructure Fund to get essential infrastructure for housing in place more quickly; giving the construction industry free access to regulatory detail; \$85.2m investment to accelerate the skills assessment for migrant trade workers; policy commitment to various simplifications of the National Construction Code.
- **New South Wales Government:** Introduced the NSW Building (Approvals and Practitioners) Bill 2026 which integrates modular and prefab housing into the mainstream building approval system.
- **Queensland Government:** Set a 50% MMC target for government projects ahead of the 2032 Olympics.

#### Shift two Creating a better tax system

- **Australian Government:** Limits on negative gearing to new residential properties, the re-introduction of capital gains tax cost base indexation and the introduction of the option for new-build investors to choose between the 50 per cent CGT discount or the new arrangements.
- **South Australian Government:** Election commitment to abolish stamp duty on new homes for people aged over 60.

#### Shift three Protecting renters & supporting vulnerable Australians

- **Australian Government:** \$59.4m to support youth into Community Housing.
- **Western Australian Government:** Announced plans to restrict no-grounds evictions on renters.
- **South Australian Government:** Election commitment to build additional new public housing.

What's ahead

# From mandate to momentum

The evidence is clear, the community is ready, and solutions are available. The work now is relentless: turning that mandate into durable policy change that survives electoral cycles.

## Continue housing reform advocacy

We are maintaining pressure through direct engagement with federal and state governments, and media and social media campaigns, that keep housing reform and trust in government at the top of the agenda. There is particular focus on the reforms Australians have backed most strongly: zoning and density reform, modern construction methods, and a tax system that works for housing, not against it. AMPLIFY will also make sure it has a strong presence in up-coming State elections in Victoria and NSW which provide an opportunity to maximise influence and take-up of our policy proposals.

## Build cross-party coalitions

Lasting reform must survive changes of government. We are working to build genuine cross-party support for the reforms with the strongest community backing, ensuring they are durable, not just popular.

## Building our repeatable, scalable models of community engagement

We are continuing to test and build new models of engagement, online and in-person, to reach more Australians and give them more ways to be involved in shaping the decisions that affect their lives.

For example, AMPLIFY Perspectives is a new method we have developed for identifying common ground and building new coalitions for change. Our first applied use case is supporting our work on Density Done Well in NSW and Victoria. As part of this work program, we are also testing new digital consensus-building and deliberations tools, and building our own citizen engagement webapps.

## Identify our next major challenge

In the second half of 2026, AMPLIFY will work with the community to identify and begin tackling the next defining challenge to the promise, taking the tools and community we have built in housing and deploying them on another critical issue that matters to the future of Australia.



*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 your support matters

# Thank you

Your support makes it possible for AMPLIFY to actively engage the community, publish nation-leading research, hold governments to account, and ensure the voices of ordinary Australians shape the decisions that affect their lives.

## What your support enables

**Driving housing reform** – sustaining pressure on government through accountability tools, advocacy and campaigns that turn community consensus into real policy wins.

**Holding Parliament to account** - tools like AMPLIFY House Monitor that shine a light on whether our elected representatives are focused on what matters most to Australians.

**Scaling to new challenges** - applying our proven model to the next critical issue where the Australian promise has been broken.

**Reaching more Australians** - expanding community engagement through new digital tools, while maintaining the deliberative depth that changes minds.


**Building advocacy muscle** - strengthening our capacity to campaign for bold reforms and ensure decision-makers hear the community's voice in the rooms where decisions are made.





*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.*

– Paul Bassat, Founder and Chair, AMPLIFY



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# AMPLIFY AMPLIFY



**Learn more**  
**[www.amplifyaus.org](http://www.amplifyaus.org)**

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AMPLIFY acknowledges the Traditional Owners of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the Elders past and present.