

2. Poverty is Everyone's Business Campaign



The opportunity

Greater Dandenong continues to experience some of the highest rates of poverty in Victoria. Council is seeking support from all levels of government to deliver a coordinated, place-based response through an investment of **\$1.8 million annually over five years** to lead place-based initiatives tackling **homelessness, financial hardship, and social exclusion**.

1 in 5 people in Greater Dandenong live below the poverty line.



Since 2020 Council has invested over **\$1.7 million** in poverty alleviation with a further **\$8.8 million** invested in community grants.

#Poverty is everyone's business

Why it matters

Rising living costs and limited affordable housing continue to deepen disadvantage. The Anti-Poverty Consortium, a partnership between Council and local organisations, delivers practical support and advocates for long-term change by elevating the voice of lived experience and working together to create community-driven solutions.

What Council is asking for

Early intervention and education

- **\$254,000** supporting new arrivals to connect to community via expanding Council's Community Connector program.
- **\$159,000** for the Multicultural Community Engagement Network to educate through a multicultural lens about people seeking support early and not delaying engagement.

Monitoring and Evaluation \$30,000

Place-based community support

- **\$287,000** to fund financial counsellors and 'bring your bill' events by grass-roots community organisations
- **\$150,000** to test innovative solutions for addressing local disadvantage

Homelessness/Vulnerable persons outreach

- **\$790,000** social work outreach for hotspots as modelled by the South East Community Links and Metro Trains pilot

A place for respite

- **\$130,000** for Cornerstone Contact Centre to provide a safe place for rough sleepers to seek respite