

# Our Advocacy

## Media and Public Engagement

Beyond Housing continued its advocacy efforts in 2024–25, using expertise and influence in the community housing sector to drive awareness of critical housing issues. CEO Celia Adams was a prominent commentator across print, television, radio and podcast media.

Beyond Housing also supported a range of causes including Homelessness Week, International Women’s Day, and NAIDOC Week, demonstrating a commitment to inclusivity and togetherness within our communities.

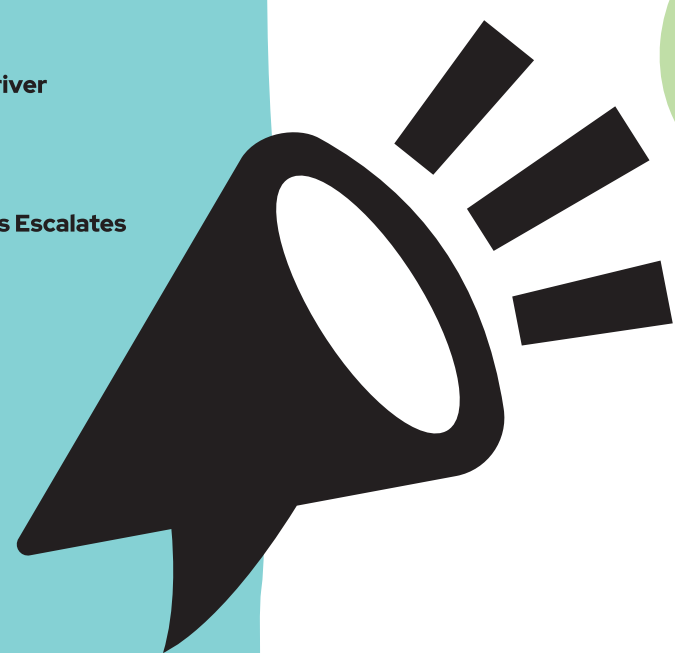
## Social media performance

Our digital platforms saw considerable growth. These online channels enabled us to engage a broader audience, elevate our advocacy for affordable housing, and drive greater public awareness.

## Op Eds

CEO Celia Adams advocated for important causes through several editorials:

- **Where is the plan for Regional Housing in this election?**
- **March Forward: Women, Equity, and the Right to a Home**
- **Rough Sleeper numbers double in a decade**
- **The Silent Struggle: Disability and Homelessness**
- **Family Violence key driver of homelessness**
- **Urgent Action Now on Homelessness as Crisis Escalates**



Facebook Interactions:  
**1,731**

Facebook Impressions:  
**32,566**

Facebook Link clicks:  
**1K**

LinkedIn New Followers:  
**384**

LinkedIn Interactions:  
**5.3K**

LinkedIn Impressions:  
**50.2K**

LinkedIn Post Clicks:  
**3.6K**