

## MEDIA RELEASE

Wednesday 9th October 2024

### Anti-Poverty Week 2024: The Hidden Impact of Poverty on Children Barnardos Australia Calls for Urgent Action to Protect Future Generations

#### FOR IMMEDIATE RELEASE

Barnardos Australia (Barnardos) is calling on policymakers to recognise children as the often-overlooked victims of financial hardship. Across Australia, children are bearing the brunt of increasing poverty rates, with devastating consequences for their futures.

As champions for children, Barnardos has seen an unprecedented rise in families unable to provide basic necessities for their children. Many families are being forced to make impossible decisions—choosing between food, medicine, or paying rent. The crisis is hitting so hard that families who have never needed assistance before are now turning to Barnardos for support.

CEO of Barnardos, **Deirdre Cheers**, highlighted the urgency of the situation, stating:  
*"Children do not choose to live in poverty, yet they are the ones paying the price for rising financial pressures. We are seeing more children going without meals, and families being pushed to the brink, facing homelessness or being forced into dangerous situations. Our government must recognise the devastating impact this is having on future generations and take action to protect them."*

The growing demand on food banks and emergency services is a direct reflection of the increasing pressures on households.

Ms. Cheers continued,  
*"We risk losing more families to the cycle of intergenerational poverty if we don't act now. The long-term effects of this financial stress on children are profound, leading to greater risks of psychological, educational, and behavioural issues down the track. No child should have to pay the price of poverty."*

Barnardos is urging policymakers to prioritise children in conversations about economic relief and cost-of-living measures, ensuring they are protected from the worst impacts of poverty.

Barnardos has launched a [campaign](#) to increase awareness of the impacts of poverty on children. The new Barnardos snapshot report, *Making Children Visible: Reducing the impact of poverty on Australian Children*, is calling on our leaders to ensure children have the opportunity to reach their potential and thrive.

**ENDS**

**For more information, a copy of the snapshot or to arrange media interviews, contact: Catherine Turner, Acting Head of Media, PR and Communications,**

**M: 0407 264 946 E: [cturner@barnardos.org.au](mailto:cturner@barnardos.org.au)**

#### About Barnardos Australia

Barnardos Australia is here because every child needs a champion. We listen, we act, and we advocate for the safety of children at risk of abuse and neglect, providing family support programs and services that empower children to reach their full potential. When it comes to protecting vulnerable children from abuse, we never give up. We are dedicated to the prevention of trauma in children, and support families to be the best parents they can be. We help children to recover and thrive, and we find safe homes for them through foster care and open adoption. [www.barnardos.org.au](http://www.barnardos.org.au)