

HOUSING & MIGRATION

The Budget Reply Speech & Its Impact on Migration

As we move into an election in the next twelve months, I believe migration is going to be an election issue fueled by the policies of the opposition, and I fear this will only escalate as the election date moves closer. I believe this poses a substantial threat to social cohesion in Australian society.

The Plan

- 1) Monitor Social Interactions
- 2) Inform & debunk
- 3) Love our community
- 4) Positive Impacts

Slash migration, fix housing crisis: Coalition's plan to get Australia 'back on track'

Opposition leader Peter Dutton has delivered his budget reply speech, saying reducing Australia's permanent migration program would free up more than 100,000 homes over the next five years.



Opposition leader Peter Dutton during his 2024-25 Budget Reply speech in the House of Representatives, Parliament House in Canberra on Thursday. Source: AAP / Lukas Coch

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Research

During the monitoring and research process, I would be using specific and strategic keywords to help gather relevant information and discussions. These keywords would be used on a variety of tools such as X (Twitter) or Streem.com.au, which can also be plugged into (Facebook, Twitter, Instagram, Reddit, YouTube, and millions of blogs and forums)

Potential Keywords


AusHousing, ImmigrationAustralia, HousingCrisis, PopulationGrowth, UrbanPlanning, RealEstateAU, HousingSupply, MigrantCommunities, PropertyMarket & RentalMarket

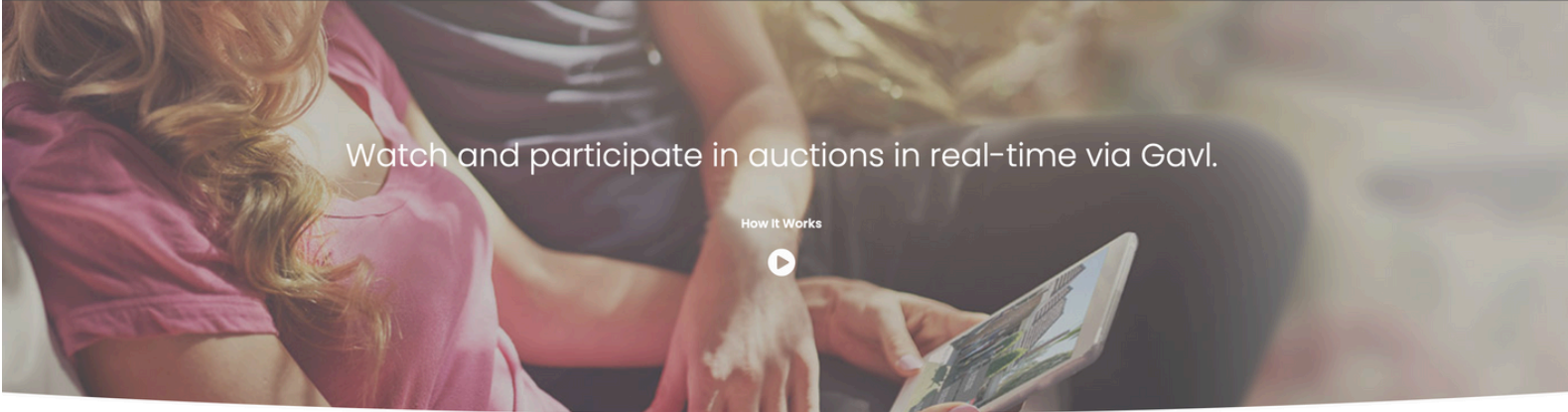
Monitor



Research


During monitoring and research I would also like to access the live streamings of Gavl.com which currently live streams auctions across Australia to investigate whether the migration and housing debate is impacting auctions negatively. ie. racist, anti-immigration language.





Watch and participate in auctions in real-time via Gavl.

How It Works





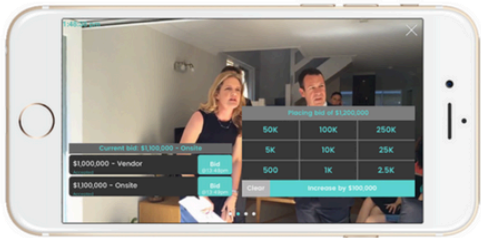
Watch + Bid + Transact from anywhere in the world with Gavl.

Holiday? Soccer game? Wedding? Work? [A boat?](#) It doesn't matter how idyllic a property is, sometimes you just can't make it to the auction. But don't stress. With Gavl you can be in two places at once.

We've digitised every aspect of the auction process so that buyers can; browse listings, shortlist properties and watch auctions. You can even bid at the auction (subject to agent approval), sign contracts and pay deposits – all within the Gavl app, completely digitally. How? Watch the full [app demo here](#).

Download the app.





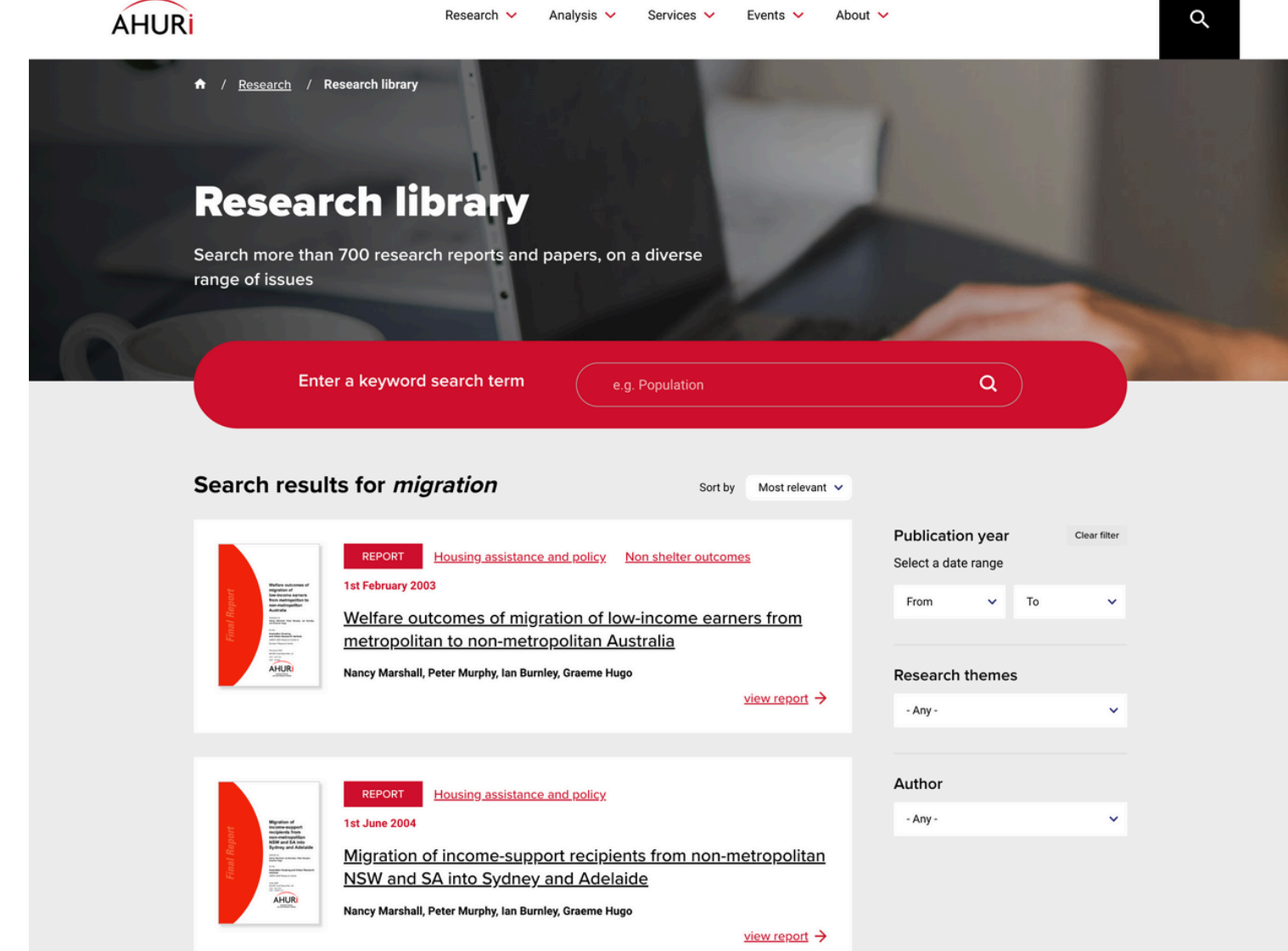
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Research

As a researcher, you can't rely on one data set to inform your thinking, so you need to look at a number of sources. If misinformation were to surface during the monitoring phase of the research, I would be looking at a number of verifiable sources to counteract this information.

Some of the Sources may include;

1. Australian Bureau of Statistics (ABS)
2. Australian Department of Home Affairs
3. Australian Housing and Urban Research Institute (AHURI)
4. Universities and Academic Journals
5. Think Tanks and Research Institutes (Lowy Institute, Grattan Institute, Migration Council)
6. Government Reports and Publications
7. Core Logic



Inform & Debunk

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Love

If the narrative to immigration becomes toxic over the course of the next year, we need to show our community love and understanding. If Advance Australia run similar campaigns to the Voice Referendum, I believe SBS has a duty of care to the multicultural community of Australia and we need to let them know they are positively contributing to Australian life. By using research from the Migration Council of Australia, we can create content that will reassure our audience that they are making a positive impact on Australia and that they belong here.



**BY 2050,
MIGRATION WILL
BE CONTRIBUTING
\$1,625 BILLION TO
AUSTRALIA'S GDP.**

THE ECONOMIC IMPACT OF MIGRATION

**Love our
community**

Australia **without migration**

Immigrants have contributed significantly to various aspects of Australian culture, society, and economy. During this campaign, I feel it would be worthwhile creating content highlighting the amazing things immigrants have introduced to Australia. Sometimes we need reminding we have the Italians & Greeks to thank for our vibrant coffee culture.



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THANK YOU

ANY QUESTIONS?

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