



## **MEDIA ALERT**

Issued Thursday 25 March, 2010

### **THE BIG ISSUE RECEIVES \$1.2 MILLION TO ASSIST HOMELESS AND MARGINALISED WOMEN**

The Big Issue invites media to attend an announcement **TODAY AT 10AM** by Senator The Hon Mark Arbib and Senator Stephen Fielding at The Big Issue offices in Melbourne.

The Minister for Employment Participation Mark Arbib and Senator Stephen Fielding will announce Round 2 of the Government's Get Communities Working projects under the Jobs Fund, which will see The Big Issue receive \$1.2 million to address a critical social need in Australia; employment opportunities for homeless and disadvantaged women.

The funding will allow The Big Issue to establish a viable and sustainable social enterprise that can provide appropriate employment, training and pathway opportunities for disadvantaged women in vulnerable situations; giving them financial independence and ultimately allowing them to change their lives and have control over their futures.

The Enterprise will initially employ 90 disadvantaged women and six professional staff through a model selling subscriptions to The Big Issue magazine, a long standing and quality product that currently reaches more than 130 000 Australians each fortnight.

Subscription sales will be achieved through professional telemarketing so there is no pressure on the women to sell and the program will be supported by The Big Issue's existing governance, management, marketing and administration resources.

Disadvantaged women will be employed to work as Dispatch Assistants and collate, sort and insert the magazines every fortnight.

The Women's Subscriptions Enterprise is entirely scalable – as subscriptions are sold, revenue is directed straight into the pockets of disadvantaged women, through provision of wages, training, mentoring and support.

It is financially sustainable and totally viable after the start up phase through ongoing subscription sales.

#### **What:**

Funding Announcement from Round 2 of the Government's Get Communities Working projects under the Jobs Fund

#### **When:**

Thursday March 25  
10am

#### **Who:**

Senator The Hon Mark Arbib  
Senator Stephen Fielding  
Steven Persson (CEO – The Big Issue)  
Natalie Susman (Head of Corporate Affairs and Women Subscriptions Enterprise  
- The Big Issue)

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**Where:**

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(Terrace House to the right of the Wesley Church)

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**ENDS**