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Celebrities support homeless women

A community initiative of The Big Issue.

The WOMEN'S SUBSCRIPTION ENTERPRISE

Celebrities Support Homeless Women

Every night there are more than 46,000 women who are homeless in Australia, many of these women are faced with daily abuse, neglect and many have their children, with them. Celebrities Lisa Wilkinson, Chrissie Swan, Jo Stanley, Tracee Hutchison, Liz Ellis and international star Cameron Diaz are all supporting Women's Subscription Enterprise which provides training and pathway opportunities for Australia's growing number of homeless women. High profile celebrity, Cameron Diaz, features on the cover of the launch edition of The Big Issue proving that it's all about women. Natalie Susman, Head of the Women's Subscription Enterprise for The Big Issue explains that "our research found that homeless women are often fleeing domestic violence situations and present with a far more complex range of needs than men; including safety and security or somewhere to leave their children while they work," Ms Susman said. "Standing on a street corner selling a magazine is not a suitable option for many of them."

The Big Issue has extremely dedicated teams, who have been working tirelessly over the past two years to create The Women's Subscription Enterprise, this will enable subscriptions to The Big Issue magazine to be sold to throughout Australia and homeless women employed to work as a Dispatch Assistant to collate, sort and insert the magazines for distribution fortnightly. Subscriptions are sold through professional services so there is no pressure on the women and revenue is directed into the pockets through provision of wages, training, mentoring and support. With every 100 subscriptions to The Big Issue, a homeless woman will be employed. "As a stepping-stone, the program also provides work experience and pathways opportunities to help prepare them for entry into mainstream jobs," Ms Susman added.

"I have always thought The Big Issue was a wonderful concept, allowing Australia's disadvantaged to earn an immediate income where they may have no other employment option," Lisa Wilkinson explained. "While the statistics show that Australia has a long way to go in addressing the issue of women's homelessness it is wonderful to see The Big Issue has taken the lead in tackling the issue, developing a ground breaking program tailored specifically for women," continued Wilkinson.

Since The Big Issue began in Australia in 1996 readers have embraced an opportunity to purchase a high quality publication and form relationships with, their vendors. While the Women's Subscription Enterprise will see women working behind the scenes, The Big Issue is urging the community to follow their journey on Facebook, where video blogs and stories will be published, along with regular updates and features with celebrity ambassadors.

Many Australian women don't realise how lucky they are to have a job and have a roof over their head, infact most take it for granted. Take a second to think about the women who aren't as lucky as us, who don't have a home or a warm meal or even a couple of dollars to buy a latte. We are privileged to be able to have access to the Internet and to have family and friends by our sides, supporting us. Support Australia's homeless woman; give them and their children a chance by subscribing to The Big Issue.

Did you realise there were more than 46,000 women who are homeless in Australia, each night?
Have you ever been homeless? Or do you know some who was?
Have you or will you look at subscribing to The Big Issue?Follow the Women's Subscription Enterprise on Facebook at www.facebook.com/TheWSE
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