

RAHU Q1 (JAN-MARCH) 2024



## SECRETARYS' STATEMENT

In only the first quarter of 2024 we have seen a huge amount of attention on the housing crisis in Australia. With one third of adults renting, and then half of those living in food insecurity the issue of housing has never needed addressing more urgently.

In my first three months as proud secretary of our great union my priority has been to support our new office bearer team, to organise new systems to make our work easier and more accessible, and to meet new members from across the continent.

I have been excited to see all our committees stabilise and each work towards raising the profile of the union and grow our power. We have had many visible members join in other actions in solidarity across many issues such as Queer Rights, Palestinian Defence, First Nations Justice, Public Housing, against AUKUS and more.

Our dedicated activists and delegates have been engaged in local issues and been a worthy face of our union and federated branches.

In our next quarter I look forward to more outward facing action, campaigns, and growing our core team of organisers.



In union

Harry Millward

Renters and Housing Union Secretary

# Profit and Loss

## Renters and Housing Union Incorporated For the 3 months ended 31 March 2024

JAN-MAR 2024

### Trading Income

#### Membership

Membership Dues - Unwaged	1,020.75
Membership Dues - Waged	11,474.09
Membership Dues - Solidarity	3,026.71
Membership Dues - Homeowner	930.00
<b>Total Membership</b>	<b>16,451.55</b>

#### Donations & Grants

Donations - Individuals	176.93
<b>Total Donations &amp; Grants</b>	<b>176.93</b>

Merchandise Sales	897.62
Interest Income	79.82
<b>Total Trading Income</b>	<b>17,605.92</b>

### Cost of Sales

Cost of Goods Sold	(129.85)
Merchandise Sales Related Postage	(42.36)
Stripe Fees	(703.29)
WooCommerce Transaction Fee	(19.85)
<b>Total Cost of Sales</b>	<b>(895.35)</b>

**Gross Profit** **16,710.57**

### Operating Expenses

#### Donations and Organisational Memberships

Donations to other organisations - Pay the Rent	(8,768.00)
<b>Total Donations and Organisational Memberships</b>	<b>(8,768.00)</b>

#### Events

Catering	(290.91)
Insurance	(31.00)
Venue Hire	(189.00)
<b>Total Events</b>	<b>(510.91)</b>

#### Grants

RRIN - Printing	(1,110.90)
<b>Total Grants</b>	<b>(1,110.90)</b>

#### Fees & Charges

Bank Fees	(24.00)
Regulatory Fess & Charges	(413.40)
<b>Total Fees &amp; Charges</b>	<b>(437.40)</b>

#### Media

Profit and Loss

	JAN-MAR 2024
Printing & Stationery	(695.41)
Reports, Publications and Magazine	(2,684.68)
Social Media	(113.44)
<b>Total Media</b>	<b>(3,493.53)</b>
<b>Office</b>	
Rent	(2,616.99)
Telephone & Internet	(441.00)
<b>Total Office</b>	<b>(3,057.99)</b>
<b>Wages &amp; Stipends</b>	
Stipends	(7,550.00)
<b>Total Wages &amp; Stipends</b>	<b>(7,550.00)</b>
General Expenses	(61.70)
Subscription - Digital Services	(3,623.03)
<b>Total Operating Expenses</b>	<b>(28,613.46)</b>
<b>Net Profit</b>	<b>(10,791.99)</b>

In Q1 the RAHU Finance committee has been focussing on remaining within the parameters of our budget, increasing its members, and decreasing unnecessary costs. while making sure office bearers and other volunteers are compensated for their contributions.

Encouraging unwaged members to move from a monthly payment of \$1 dues to a yearly payment of \$12 dues, will assist in reducing costs of stripe fees. Stripe fees were costing close to 100% of \$1 dues payments. This is working well, membership is up and growing well, despite the fact that the homeowner dues took a loss last quarter.

To assist with cutting unnecessary costs the Finance team and Tech team have been working towards moving to more cost effective solutions for our member database, internet provider and management tools.

Next Quarter with a new Assistant Treasurer, I would like the Finance team to be focusing on grants and applying for additional grants to assist with our focus on keeping our budget at a profit.

In Solidarity

Summer

Treasurer

A handwritten signature in black ink, appearing to be 'Summer', written over a light blue horizontal line.

#### CAMPAIGNS COMMITTEE

Greater attention has been put in Q1 to equipping renters with the knowledge of their rights around environmental conditions such as access to aircon, heating, well ventilated and insulated abodes etc. The renters guide to surviving the climate apocalypse event was held in February, with good feedback and leads on the team, with 5 prospective committee members having attended. The turnout was low for the event with 10-15 people attending, the committee is reflecting on ways to increase attendance, especially around the effectiveness of poster for one-off events.

#### RENTERS RIGHTS COMMITTEE

Throughout the shutdown period including January, the team was able to keep up with tickets. In February there was an uptick of 62 new tickets in a 60 day span, with 42 cases being managed by RRT and 7 case workers, with 1 on leave on the cases. Since february the committee is looking into rent check investigation, VCAT workshops and new RRT policy. A proposal was made to remove orgaise@ from all external propoganda, the website and social media and have it as a member only address for members to use when contacting RRT for renting issues; as there is a heavy influx of REA, landlords, non-members and email emails occurring. As of March their are 53 unresolved tickets, freshdesk technical issues and team capacity is currently low with limited intake

## COMMUNICATIONS COMMITTEE

Q1 has been spent mostly building my capacity and acquainting myself with the different tasks and duties I have as Media and Comms delegate. My introduction to this role has been a slow and gradual one due to health reasons and some extenuating circumstances, but I am happy to announce that both of these are on the up! I want to extend great thanks and gratitude to our secretary Harry for supporting me through these past three months and helping me be better acquainted with the duties needed to be undertaken by the Media and Communications Officer and for helping my ADHD self keep on top of emails!

So far I am working on updating and better clearing the RAHU Media and Communications drive to be better accessible and concise. I have also approached three interested people to join the media committee which is very promising, and hopefully I will receive more requests from interested persons. In Q1 I published two article pieces written by Matt Bolin and received interview requests by different journalists. Was contacted by a councillor from wagga wagga interested in opening up a branch in their region

## SOCIAL MEDIA COMMITTEE

In Q1 2024 RAHU was focused on 4 key social media services - Instagram, Facebook, Tiktok, and Mastodon. Our main focus was creating a more regular posting schedule to be more engaging and reach more potential supporters for our mission for housing justice.

We have not seen many volunteers to help out with social media, so the team has been small - we look forward to growing over the next quarter.

Types of posts have fallen into 4 main categories, on the ground activism, upcoming events, memes, and news.

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## INSTAGRAM

### Performance

Add chart note

Posts

**49** ↗ 82%

Impressions

**172,787** ↗ 189%

Post Reach

**142,566** ↗ 286%

Likes

**17,799** ↗ 641%

Comments

**210** ↗ 413%

New Followers

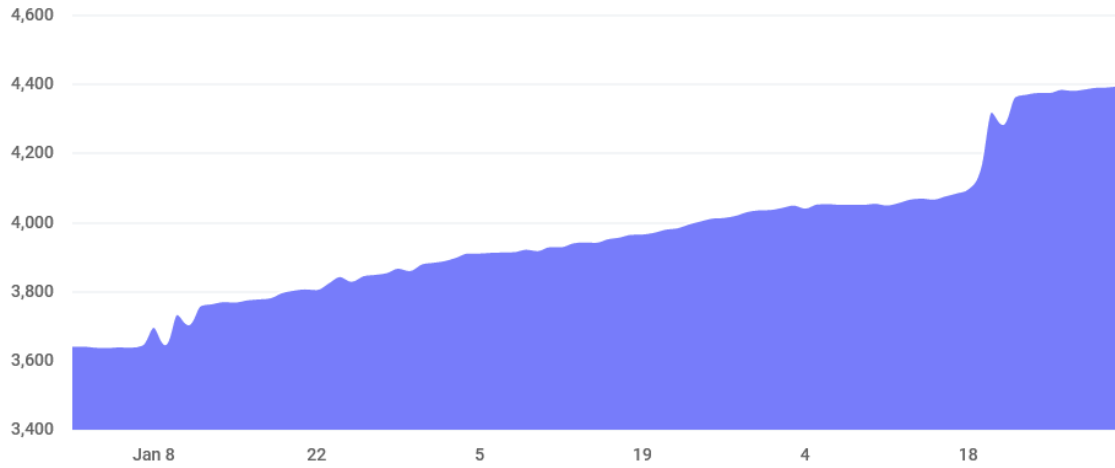
**755** ↗ 109%

Starting on Jan 1st we had 3644 followers finishing March with 4399 followers - noting a massive jump during our posts regarding the public housing enquiry and the announcement of the renters task force (both in Victoria)

### Total Followers



Add chart note



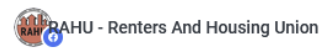
## FACEBOOK

### Performance

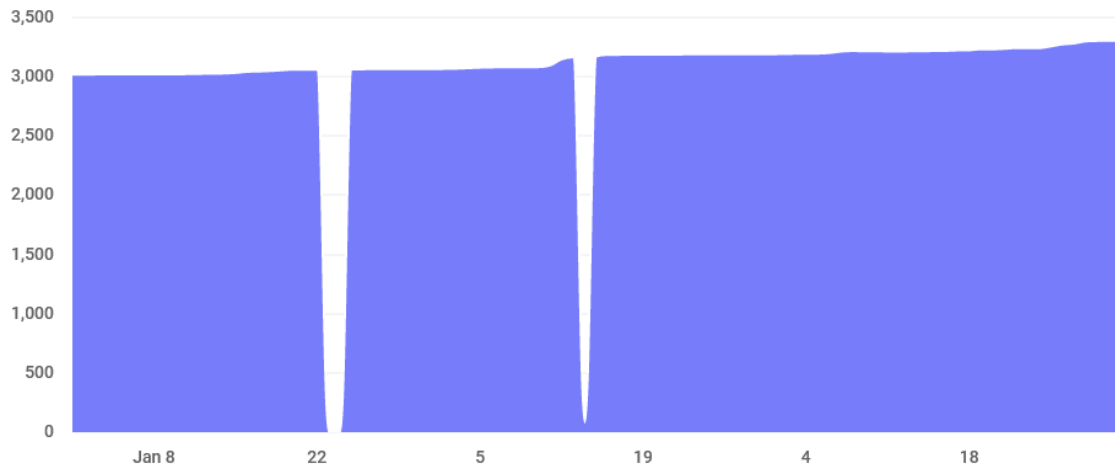
Add chart note

Engaged Users <b>198,460</b> ↗ 18,535%	Post Impressions <b>2.65m</b> ↗ 14,933%	Reactions <b>44,977</b> ↗ 9,490%	Post Reach <b>2.62m</b> ↗ 20,307%
Page & Post Engagements <b>287,546</b> ↗ 23,165%	Link Clicks <b>650</b> ↗ 1,932%	New Fans <b>303</b> ↗ 233%	Posts <b>63</b> ↗ 75%

### Total Fans

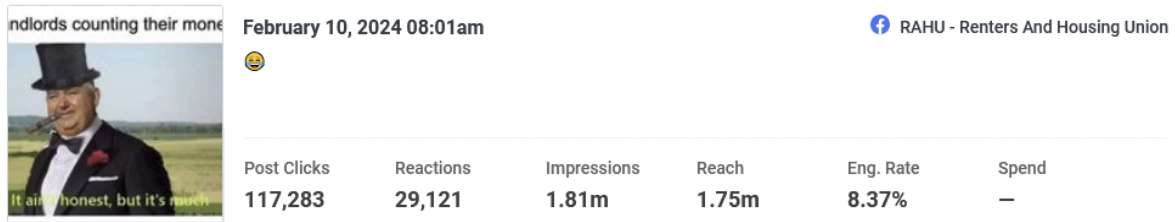


Add chart note



(note, followers did not go to sub 10, these are errors)

We also got our top post (by far) on any social media account.



ndlords counting their money February 10, 2024 08:01am RAHU - Renters And Housing Union

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
117,283	29,121	1.81m	1.75m	8.37%	—

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## TIKTOK

Because of the nature of Tiktok we have not been as active as we have been on other accounts that are more photocentric. Our Social Media committee is currently too small to create and share much in the way of videos. Tiktok does not offer enough as far as analytics to create a detailed report for Q1

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## MASTODON (AUS.SOCIAL)

Mastodon is currently by far our least followed of the platforms, however because of the nature of the site there are no algorithms or shadow banning of content, so it is a valuable pathway to keep people updated without intrusion by Big Tech. It is an activist friendly space and is free of ads, so it remains a space we are keen to utilise and cultivate a community. Mastodon does not support analytics that would be used to make a more detailed report at this time.

## OPERATIONS COMMITTEE

Operations committee in Q1 has made it top priority to increase membership features, along with unifying payment methods onto the same platform for ease of use. Top priority has also been given to reduce and make airtable redundant to use. This has been undertaken by 3 primarily active members, with further effort being made to contact additional people interested in helping the operations committee. Jackson is looking to get Civi up and running and sourcing a phone for the office.

## MEMBERSHIP COMMITTEE

In the first quarter of the year, we gained 135 new members. At the end of my section of this report, I've included a table with a more detailed breakdown of where our membership is at and how it's changed over the quarter.

I sent out a mass text to members interested in admin and got minimal response. General organisers, delegates and officebearers, as well as the previous membership officer (Nick) have been helping out with tasks in the meantime. Email [membership@rahu.org.au](mailto:membership@rahu.org.au) if you've got a bit of extra time are keen for a chat and to learn about some of the inner workings of the union.

We've changed the approach to members asking to cancel, trying to prompt more feedback and retain them, to mixed success. As always, send an email through to the address above if you need to change any details. Keep paying your dues or let us know if you want an amnesty.



Thanks for reading! Hunter (they/them), 2024 Membership Officer

	Jan	Feb	Mar
<b>Date of Report</b>	15/01/24	19/02/24	18/03/24
<b>Membership Data Correct as of</b>	6/1/2024	15/02/24	15/03/24
<b>Report Done By</b>	Nick & Hunter	Hunter	Hunter
<b>Membership List Total</b>	1513	1158	1196
<b>Deregister List</b>	409	3	0
<b>Active Membership (Total minus Deregister)</b>	1104	1155	1196
<b>Bad Standing Total</b>	103	124	141
<b>Bad Standing %</b>	9.33%	10.74%	11.79%
<b>Good Standing %</b>	90.67%	89.26%	88.21%
<b>At Risk of Bad Standing</b>	17	15	18
<b>Report Notes</b>	Removed tracking for Last Paid Dues 10 Months. No longer necessary to track. NT & Hunter	Moved deregistered members to 'removed' airtable database.	Completed all Feb bank transfers but none for March. Although Stripe does it automatically. On Friday 15th, emailed all members in bad standing, but not those at risk.

## BRANCHES

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### INNER MELBOURNE (VIC) BRANCH

The Inner Melbourne branch held three meetings in Q1. As members had suggested more campaigns and activities, a postering and stickering day was organised in February with six attendees. A delegate position for someone to specifically plan branch campaigns was offered but no one volunteered themselves for the role at that time. The branch closed after the final meeting in March as attendance at branch meetings had been low for quite a while. Various strategies aimed at increasing attendance such as providing food, which resulted in short-term increases in attendees but none long-term. At the final meeting, the delegate role was offered to the one attendee, who declined it.

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### NORTH METRO (VIC) BRANCH

The North branch held their 3 monthly branch meetings across Q1. The March branch meeting was preceded by a 'RAHU 101' session, which saw the highest North Branch meeting turnout in several months. New delegate Kieran joined the North branch delegate team (Anna, Artemis, Ashling, & Lewis).

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### INNER SOUTH METRO BRANCH (VIC)

The Inner South Metro Branch held two meetings in Q1 with great engagement and an uptick in new members to the branch, with 9 new members signing on in March. There were initial challenges with transition of delegate responsibilities from Gavin and Alex to other delegates in the coming months. Delegate activity is going strong with regular phone banking, postering and welcome emailing. Projects coming up are RAHU101 and VCAT101 guides, ongoing collaboration with activist groups and council campaigning and a possible social housing campaign against eviction notice of Elderly residents for May 2024.

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### SOUTH AUSTRALIA (SA)

SA has held two monthly meetings in 2024, the branch is looking to take on more delegates and is taking steps to address low turnout from the last meeting in March. The branch has been doing outreach to orgs in SA including the Anti Poverty Network. Samantha attended SAGE (South Australian Grassroots Ecosystem) and did a talk at the forum on RAHU. There is a current ongoing research opportunity being undertaken by UniSa with involvement from the branch.

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### GENERAL MEMBERSHIP (NATION-WIDE)

The GMB held monthly meetings online in 2024. We have had moderate-low turnouts. We ran a 'RAHU 101' session to fairly good effect - this session orients new members to the Union beyond what is possible in a new member phone call. We also held a phonebank training session in person in Victoria. This session was very successful and opens the door to further sessions, including online. The delegates remain Hunter, Millie, Koshin and Zachary.