Media resources

**Op-ed pitching template + tips**

Template

* **Recipient:** Opinion editor at the publication you want to pitch to (look for specific people’s emails rather than generic email addresses)
* **Subject line:** Op-ed pitch: [Proposed headline of your piece]
* **Email content:**

Hi XXX,

*[Introduce yourself]* My name’s XXX and I’m a 17-year-old school striker from the [School Strike for Climate (SS4C)](https://www.schoolstrike4climate.com/) movement.

*[Explain your pitch - why is it relevant now?]* I’ve written an opinion piece responding to the Prime Minister’s recent speech about Australia’s gas-driven recovery, and why this is an unconscionable decision that robs young people and future generations of safe living and working conditions.

*[Explain your op-ed sample + deadline you can meet + word count]* Below I have posted the opening paragraphs of the piece. If you are interested in publishing it I can send the rest through by close of business today, and it will run at no more than 750 words.

*[Examples of your writing/media]* I have already been published in Environment Weekly talking about renewable alternatives to gas, and done an ABC interview talking about the youth climate movement in Australia.  *[Extra supporting content]* The SS4C movement has their next mass day of action on May 21, where we will call on the government to find an alternate, First Nations-led, sustainable energy option for our country.

*[Pleasantry to sign off]* I welcome your feedback, and look forward to hearing your thoughts,
XXX.Example
* **Recipient/s:** Julie Lewis, Rick Feneley
* **Subject line:** OP-ED PITCH: As the ALP walks away from negative gearing reform, they entrench inequality
* **Email content:**

Hey Julie and Rick,

It’s Heather from the Foundation for Young Australians here. I hope you don’t mind me reaching out to you - I’m just getting in touch to pitch an op-ed on behalf of [Joel Dignam, founder of Better Renting](https://www.betterrenting.org.au/about), a tenants advocacy organisation and community. He is cc'd here.

Joel is writing a response to the announcement that the ALP will ditch Bill Shorten's capital gains tax and negative gearing reform ahead of the next federal election, [as detailed in this SMH article](https://www.smh.com.au/politics/federal/labor-to-dump-bill-shorten-s-negative-gearing-and-capital-gains-policies-20210211-p571qw.html).

Joel argues that the capital gains tax discount and negative gearing are both bad policies and bad politics, increasing insecure housing and forcing many to retire as renters. Joel has written the opening sentences below to give you a sense of his approach to the issue.

Is this something you're interested in publishing?

Joel has featured in a number of articles talking about housing policy including [this Canberra Times piece](https://www.canberratimes.com.au/story/7075295/what-canberrans-need-to-know-before-they-move-into-a-share-house/) and [this ABC Radio news interview](https://www.abc.net.au/radio/newsradio/the-difficulties-of-securing-reduced-rent-in/12531764).

We look forward to hearing your thoughts.

Thanks very much for your time either way.

Kindest,

Heather

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**As the ALP walks away from negative gearing reform, they entrench inequality**

Last week, my housemates and I got a notice terminating our lease because the owner wants to sell. Our sharehouse has been my home for just over 12 months; another housemate has lived here for seven years. But we’re going to lose our home because to somebody else, it’s just an asset.

In the 20th century, Australians would buy a house to use as their home. 'Bricks and mortar' wasn’t an investment strategy: it was a place to put down roots, join a community, raise a family.

This changed because of new tax policies. Negative gearing meant the rich could buy property to reduce their taxable incomes. The capital gains tax discount meant that when investors made money selling property, they would pay tax on only half that income. Suddenly, housing wasn’t about homes. It was about tax minimisation and wealth maximisation.

Some people got very rich from these changes. But there have been victims: the many renters, mainly young people, locked out of ownership and denied the chance to make their own home.