

Kosmos Samaras

“Public housing is not a limitation - it’s a safety net.”

Kosmos Samaras is a lobbyist, pollster and former political strategist. He helped run Labor’s state election campaigns for 14 years before founding RedBridge, a political consultancy firm. Kos is best known to Australians through his commentary and analysis on the ABC election night coverage.

“We moved to public housing in 1977. Initially my parents were renting a house in Northcote and moved out to Meadow Heights, in Melbourne’s then outer north west. It was your classic prefab concrete, three bedroom home.

My mother still lives in that home today.

My strongest memories of that time were being surrounded by endless paddocks and having a clear view of the airport.

Growing up in public housing gave me a lasting understanding of how fragile financial stability can be. It showed me just how hard it is, not only to break into the private rental market, but to ever dream of owning a home. That experiences stays with you. It shapes the lens through which



I see inequality and informs how I think about policy and long-term change.

My advice for young people living in public housing today is simple: never give up. Public housing is not a limitation - it’s a safety net. Don’t let your postcode define your potential. The challenges are real, but so is your ability to rise above them. Use every opportunity to learn, grow and push forward. Where you start should never determine where you finish.”

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