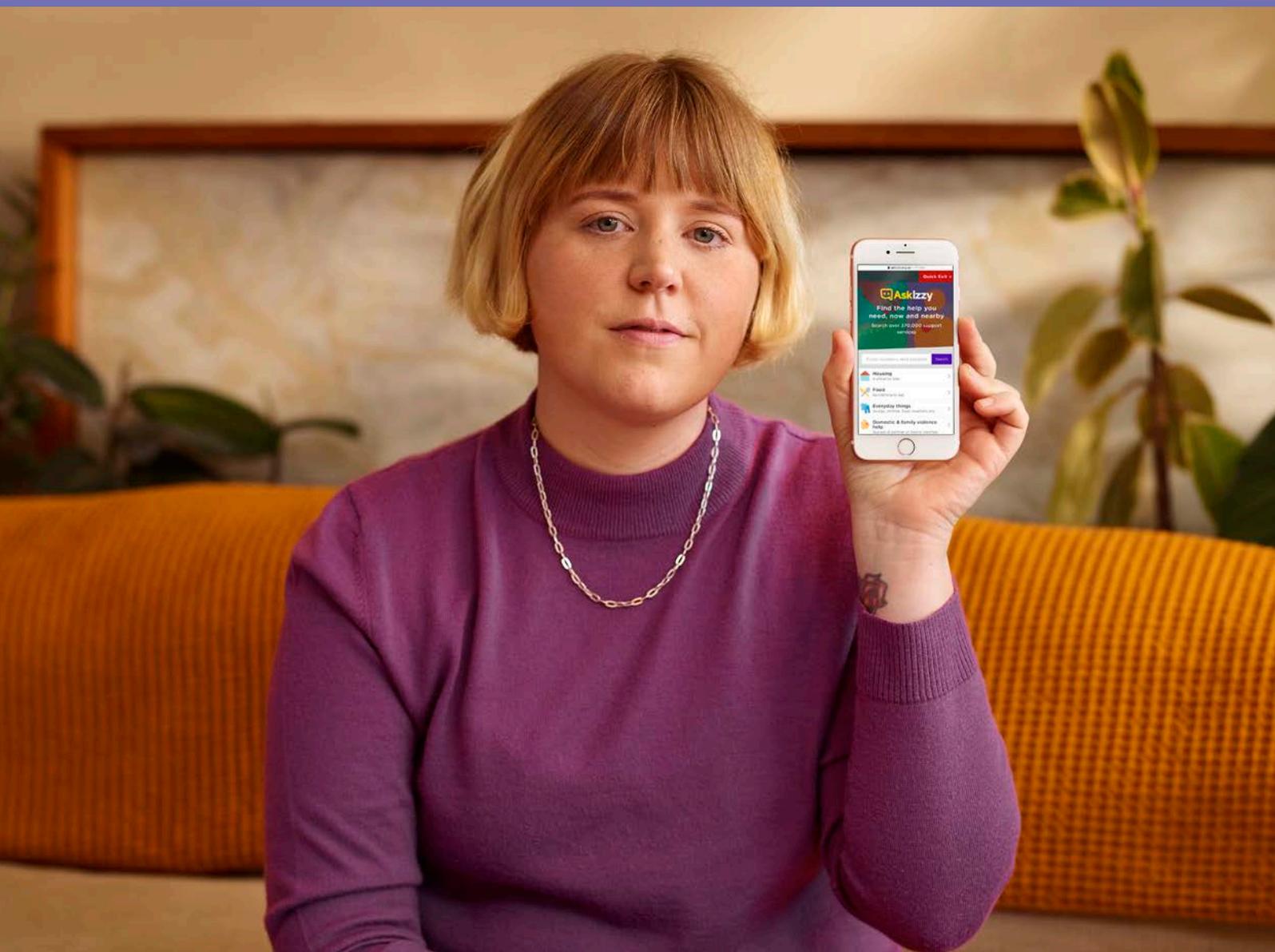




askizzy.org.au



Media Kit

When life takes an unexpected turn,
Ask Izzy can help

Ask Izzy launches new “Unexpected Turn” campaign to help the millions struggling because of COVID-19



Campaign message

Many things in life are out of our control, and any of us can face unexpected hardships. So when you need help, now or in the future, Ask Izzy is here for you.

Campaign materials

Campaign materials, including high resolution photos, are available to download from:

<http://infoxchange.org/askizzy>

About Ask Izzy

Ask Izzy is a website that connects people in need with essential services such as shelter, food, clothing and health care.

It is free and anonymous, with over 370,000 services listed across Australia.

And if you're on the Telstra or Vodafone mobile networks, you can access Ask Izzy on your phone even if you don't have credit or access to wifi.

Developed by Infoxchange in partnership with Google, realestate.com.au and News Corp Australia, Ask Izzy was co-designed with

people who have experienced homelessness and leaders in the homelessness sector.

With over 20 major and contributing partners, strong collaboration between the community, corporate, government and academic sectors has been key to its success.

Since it was launched in January 2016, there have been more than 4 million searches for help on the site.

<https://askizzy.org.au>

Ask Izzy social media

Facebook [@askizzyau](https://www.facebook.com/askizzyau)
Instagram [@askizzyau](https://www.instagram.com/askizzyau)



NELLIE'S STORY

Nellie Jackson had big plans for 2020. As a member of the Melbourne band Loose Tooth, she was excited to record a new album and go on the band's next overseas tour – not to mention playing all the usual gigs around town with bandmates Etta and Luc.

But when the COVID-19 pandemic hit, all Loose Tooth's plans were suddenly put on hold. **Not only did COVID-19 cause a huge financial hit to the band, but Nellie also felt she'd lost an important part of who she was.**

Without her usual creative outlets, she found herself struggling to manage her mental health.

"Music is such a private, personal thing that it's kind of a therapy for me. So I've had to learn new ways to cope with the stress of life and my job," Nellie says.

She's not the only musician to be finding things hard at the moment. Research from Griffith University found **Australia's musicians have been among the hardest hit by COVID-19 because they are largely self-employed and rely heavily on live performance for income.**

Nellie says she knows many people in the music industry who are really struggling, but who might not feel like it's OK to admit it.

As a spokesperson for Ask Izzy's new "Unexpected Turn" campaign, Nellie says the main message she wants out there is that there's no shame in seeking help, no matter what your situation is and especially with everything that has happened this year.

"There is a global pandemic happening and I think lots of people feel like they're not allowed to feel really down about their music career when people are dying out there."

She says Ask Izzy is an incredibly valuable tool for people in her position who didn't expect to be struggling this year, and don't know how or where to turn for help.

"I know for some people, accessing support is really overwhelming and really scary. If you don't know what's out there, you don't even know where to start.

"With Ask Izzy you can just type in where you are and there you go, it's all at your fingertips. Having that information is a powerful first step."

[Loose Tooth on Milk Records>](#)

Nelly is available for media comment.

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KEY STATS

- **2 million searches** for help on Ask Izzy in the last financial year
- **450,000** searches for help across Australia during March and April - the peak of Australia's first wave of COVID-19. These were the biggest months of usage in Ask Izzy history to date
- Searches for food more than doubled in a single week in March and searches for Centrelink locations nearly quadrupled the following week
- **42%** increase in searches for food help in Melbourne during first week of Stage 4 restrictions
- **25%** increase in searches for money help in Melbourne during first week of Stage 4 restrictions



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