



Askizzy

THE A TO Z DIRECTORY OF HOMELESS HELP

A YEAR IN REVIEW

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INTRODUCTION

HOMELESSNESS IN AUSTRALIA

 Almost **80%** of people experiencing homelessness have a smartphone



HOW MANY PEOPLE?

1 in 200

people in Australia are experiencing homelessness



WHY ARE THEY HOMELESS?



Family violence
23%



Relationship breakdown
6%



Housing issues
31%



Financial difficulties
16%



Other reasons
20%



WHERE ARE THEY?



Rough sleeping

6%



Supported accommodation

20%



Boarding houses

17%



Severely overcrowded dwellings

39%



Staying with other households

17%



Other temporary accommodation

1%



ASK IZZY – THE A TO Z OF HOMELESS HELP

Ask Izzy is a mobile website that helps people who are homeless or at risk of becoming homeless find the services they need, right now and nearby.



- Find food, shelter, health and other critical support services
- Free, location-based and anonymous
- Co-designed with people who have experienced homelessness and the services sector

WHOLE OF COMMUNITY PARTNERSHIP—OVER 20 PARTNERS

Founding partners:



Major and contributing partners:

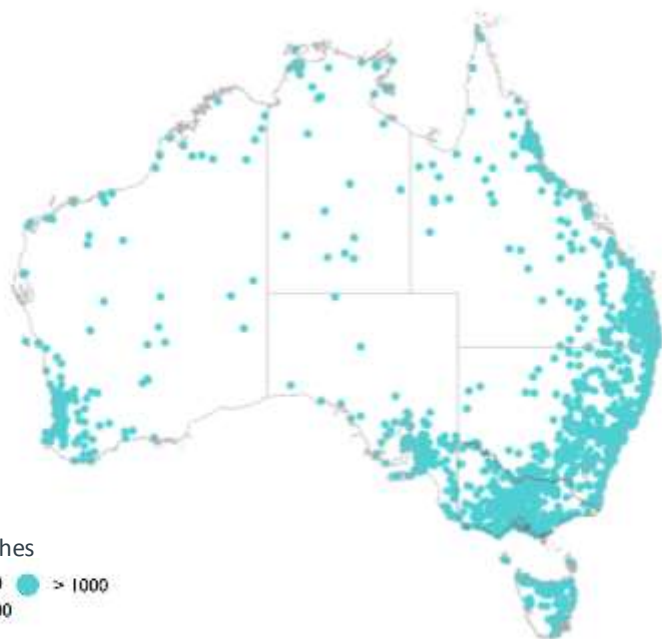


WHO IS USING ASK IZZY?

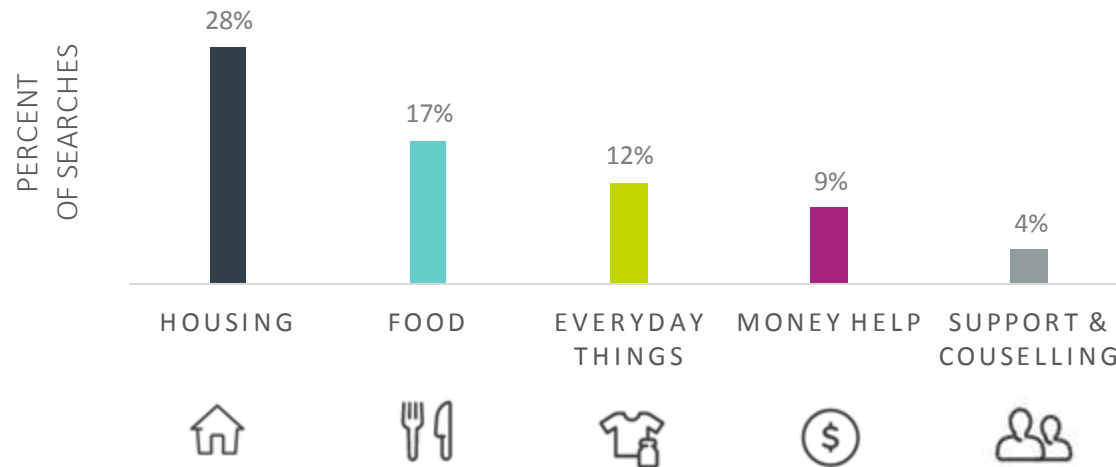
ASK IZZY AT A GLANCE: AUSTRALIA-WIDE

272805

SEARCHES



TOP FIVE SEARCHES



#1 SEARCH

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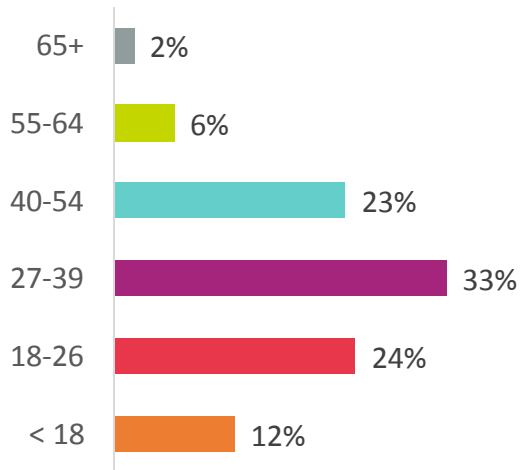


DEEP DIVE: HOUSING

77 913

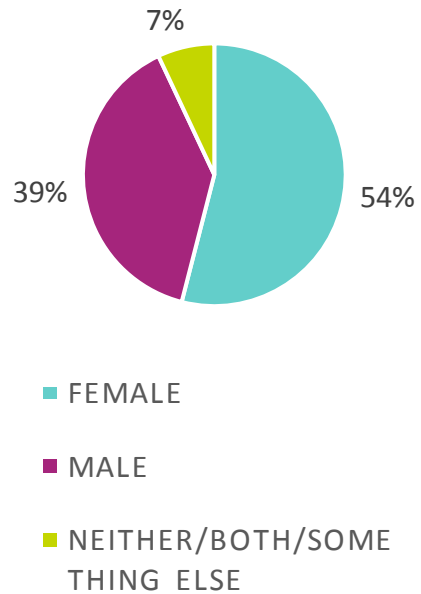
SEARCHES

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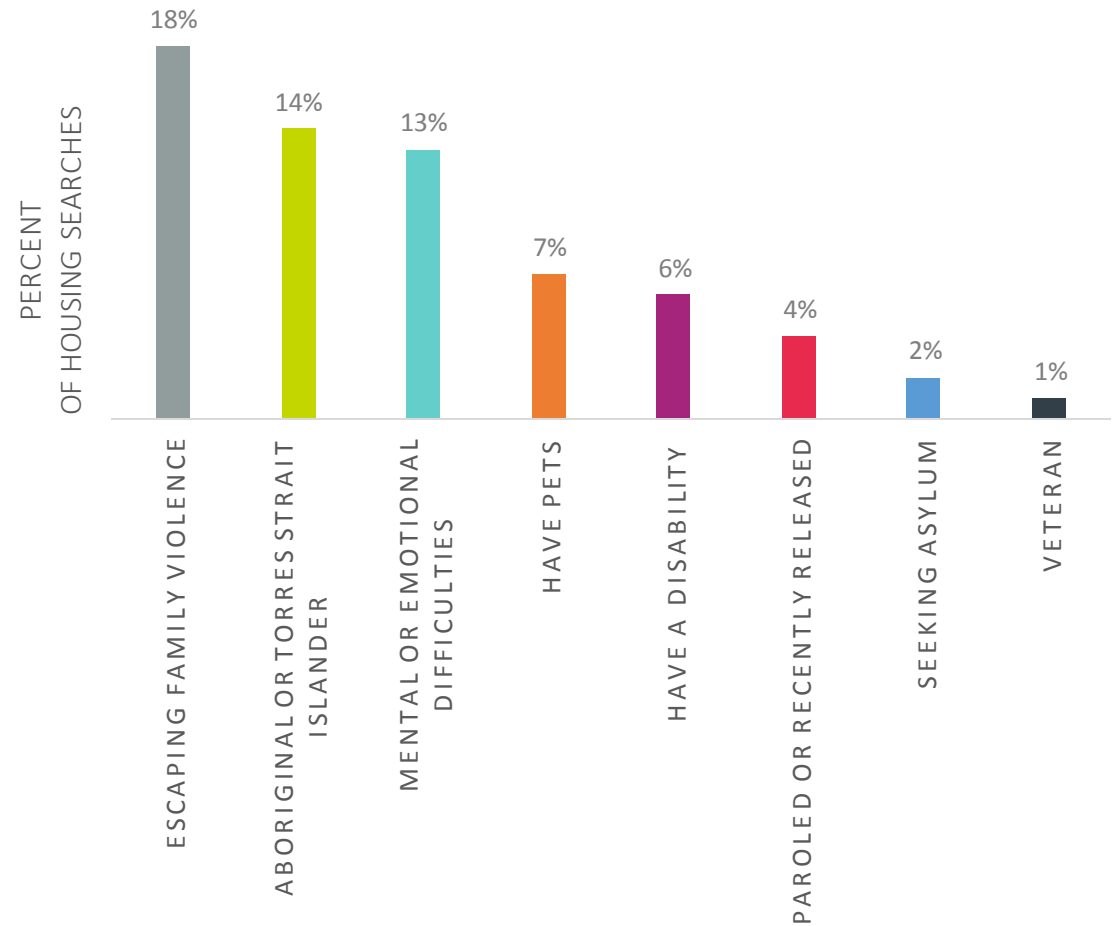


*BASED ON PEOPLE WHO CHOSE TO IDENTIFY

GENDER



WHO IS SEARCHING?



*BASED ON PEOPLE WHO CHOSE TO IDENTIFY

PERSONAL IMPACT

REAL PEOPLE, REAL IMPACT



“The knowledge I picked up playing around with Ask Izzy for an hour probably took me about three years on the street to pick up.” – Danny

REAL PEOPLE, REAL IMPACT



“I wished for something like this when I was homeless.” – Lisa



“Ask Izzy is a saviour for people like me who become homeless.” - Vicky

REAL PEOPLE, REAL IMPACT

“When I heard that Telstra was providing unmetered mobile access to Ask Izzy ... I was beyond thrilled. This simple act has removed one more barrier for people who find themselves doing it tough to get the help they need.” - Pete



“It allows people to have some control and power over that decision ... You’ve made the decision that you need to go to those services, not someone else assuming that for you.” – Clare

MAJOR MILESTONES

LAUNCHED IN JANUARY 2016 BY PRIME MINISTER TURNBULL



NO DATA, NO PROBLEM. ASK IZZY BECOMES FREE ON TELSTRA NETWORK



THE AUSTRALIAN 
NEWSPAPER OF THE YEAR



[READ MORE](#)

Telstra backs 'Ask Izzy' online initiative to support homeless

Telstra joins fight to help homeless by giving free unmetered access to help service Ask Izzy



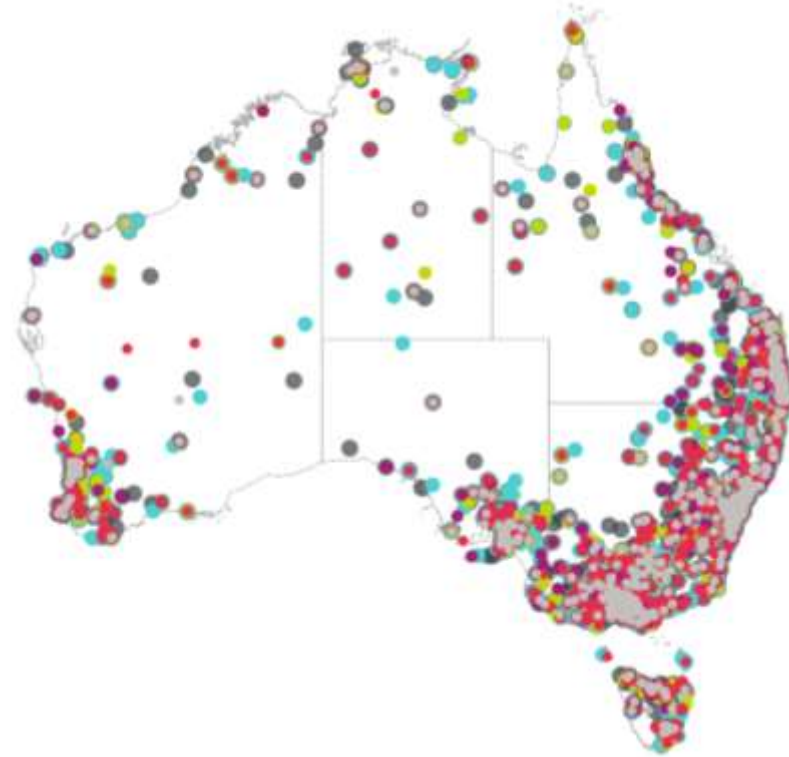
\$500 000 FROM GOOGLE FOR ASK IZZY OPEN DATA PLATFORM



New Data Platform Matches Homelessness Services With Demand

[READ MORE](#)

A new open data platform, from the creators of Ask Izzy, will track where homeless people are seeking support services to uncover gaps and better match service locations with their needs.



KEEPING PEOPLE CONNECTED WITH PHONE CHARGE CARDS



\$174 134

RAISED, 600+ DONORS



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Westpac
News Corp Australia

SUPPORTED FUNDRAISING
CAMPAIGN

12 282

MOBILE PHONE
CHARGE CARDS



FUNDED 5000 CHARGE CARDS

[READ MORE](#)



GAVE \$15000

ABORIGINAL COMMUNITIES PROJECT FUNDED BY VICTORIAN GOVERNMENT



Community-driven tech to boost access to Aboriginal health services

- Ask Izzy to be expanded with the aim of improving Aboriginal and Torres Strait Islanders' access to health and wellbeing services.
- Co-designed with Victorian Aboriginal and Torres Strait Islander communities
- Ensuring Ask Izzy is culturally safe

MEDIA REACH

OVER 430 MEDIA STORIES, REACHING OVER 40 MILLION PEOPLE



Herald Sun The Daily Telegraph Courier Mail The Advertiser **Townsville Bulletin** Gold Coast **Bulletin** Cairns Post

Homeing in on hope

Izzy to help hundreds in despair

LAUREN WILSON

MORE than 220 people seeking shelter are turned away every night in the hope of accommodation services located under a tented roof in the last financial year, state and federal governments spent \$700 million on such services, almost 180 million less on the year before.

But a Productivity Commission report on government services found over a third of people who are homeless or at risk of it are being turned away each day.

And each day that more people are turned away, more people are in need of help, including food or financial assistance.

About 25 million people over the age of 15 experience homelessness in a year.

And just over a third of those are driven from their homes and into poverty as a result of domestic violence.

The report's release coincides with the launch of Ask Izzy, a free, location-based online directory designed to link the over 200 Australians who find themselves homeless each night.

Homeless a little appier

LAUREN WILSON AND HARSH SETHI

A NEW mobile website being launched today aims to make food, shelter and health services more available for the 200 homeless and at-risk Australians who find themselves homeless each night with food, shelter, health and other vital support services.

Dr Robert (Asher) Smith, Australian Health Commissioner (CHC), said the launch of Ask Izzy could make a real difference to the lives of the 200 Australians who find themselves homeless each night with food, shelter, health and other vital support services.

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No home and nowhere to go

Hundreds turned away every day



LAUREN WILSON

MORE than 220 people seeking shelter are being turned away from homelessness services each day, as the system buckles under rising demand.

State and federal governments spent more than \$700 million in the last financial year on homelessness services, an increase of almost \$80 million on the previous year.

Despite this, a Productivity Commission report into the delivery of government services has revealed one in four people who are homeless or at risk of being homeless are being turned away from accommodation services each day.

From last year, another 90 homeless people were unable to obtain other types of help that meant, such as food or financial assistance.

About 25 million people over the age of 15 experience homelessness in a year, with just over a third of those people driven out of their homes and into poverty due to family or domestic violence.

The release of the Productivity Commission report comes ahead of the launch today of a new mobile website, Ask Izzy. It has been developed by not-for-profit InfoExchange in partnership with Google, REA Group and News Corp Australia.

All types of homelessness services are being turned away from accommodation services each day.

And each day on average last year, another 90 homeless people were unable to obtain other types of help that meant, such as food or financial assistance.

NOWHERE MAN TELLS OF CRISIS

LAUREN WILSON

LAUREN WILSON

LAUREN WILSON



LAUREN WILSON

New app to offer hope for homeless

LAUREN WILSON SOCIAL AFFAIRS WRITER

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App offers homeless support



Consumer advocate for homelessness Lisa Peterson uses Ask Izzy, a new phone app.

COLD, HARD FACTS

With 2014-15 government expenditure on specialist homelessness services at \$707 million (approximately 2014-15, an estimated 23,857 people were provided support by specialist services).

Approximately 200,000 people are provided support by specialist services each day for services other than accommodation.

With 2014-15, an estimated 36 per cent of specialist homelessness services clients received assistance as a result of family or domestic violence.

Approximately 2.6 million people aged 15 years or over have experienced homelessness.

More than 200,000 people are provided support by specialist services each day for services other than accommodation.

With 2014-15, an estimated 36 per cent of specialist homelessness services clients received assistance as a result of family or domestic violence.

Approximately 2.6 million people aged 15 years or over have experienced homelessness.

Crisis in aid for homeless

SYDNEY

MORE than 220 people seeking shelter are being turned away from homelessness services each day, as the system buckles under rising demand.

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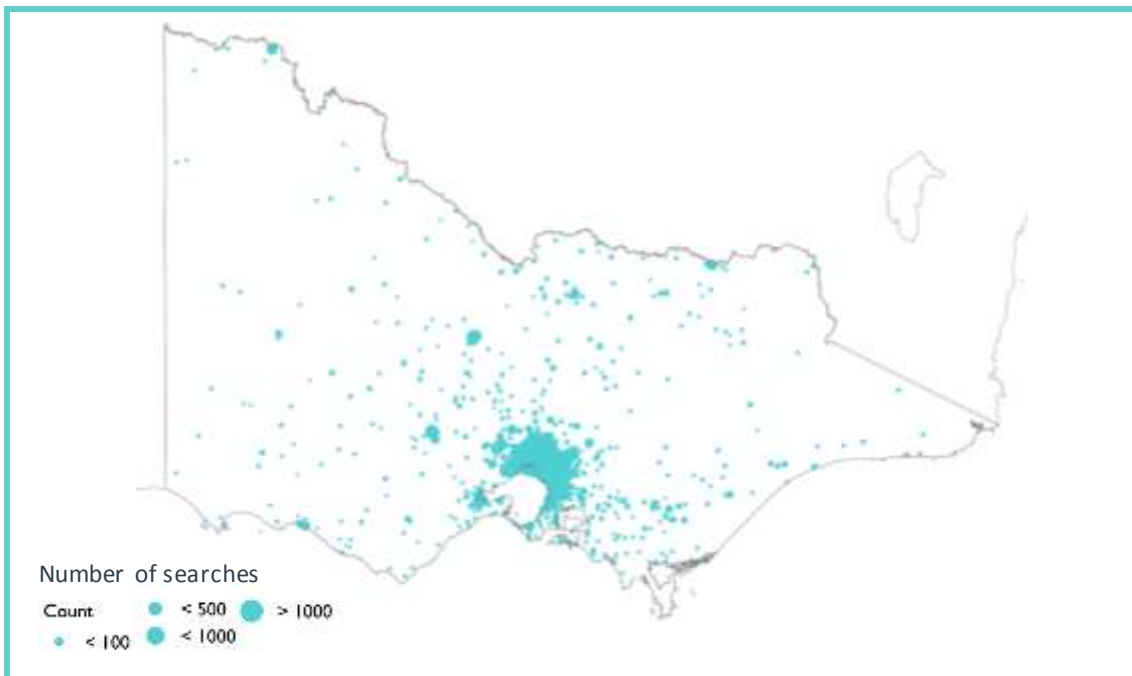
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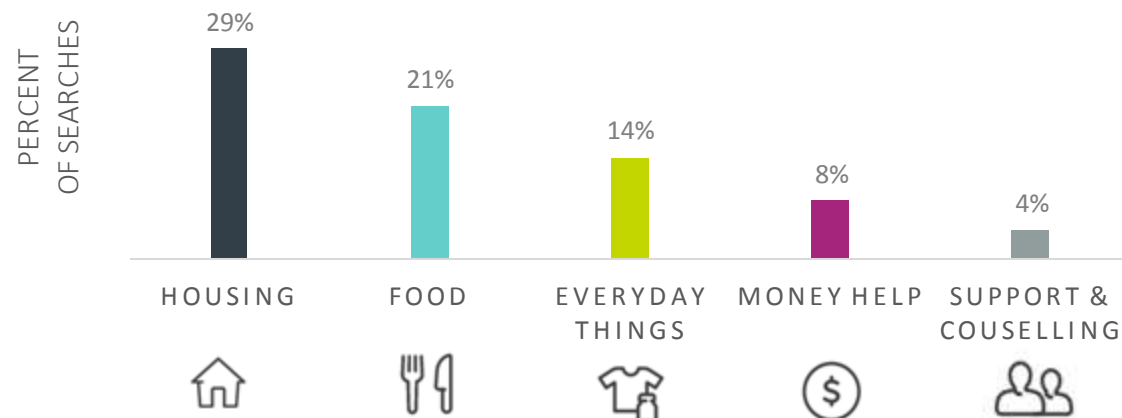
STATE SNAPSHOTS

ASK IZZY AT A GLANCE: VICTORIA

97708
SEARCHES



TOP FIVE SEARCHES



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SEARCH

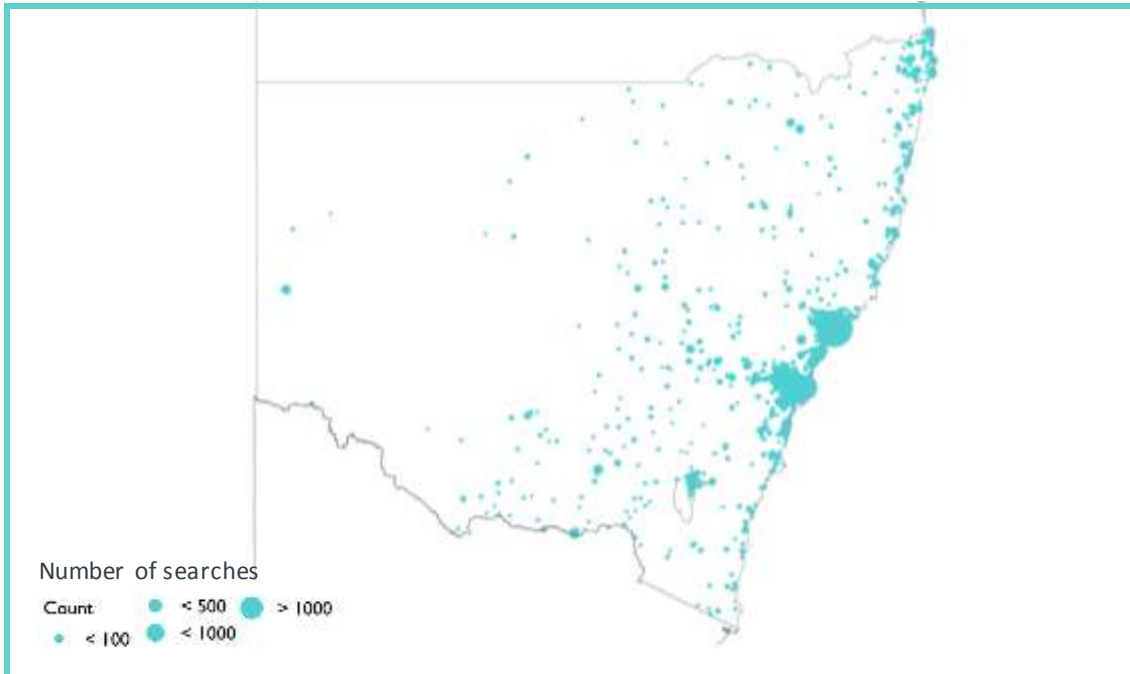
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HOUSING

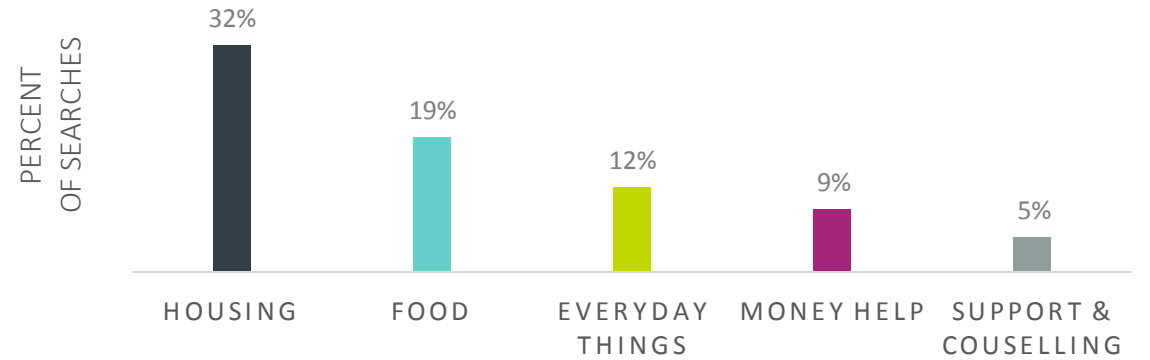
ASK IZZY AT A GLANCE: NEW SOUTH WALES

85 814

SEARCHES



TOP FIVE SEARCHES



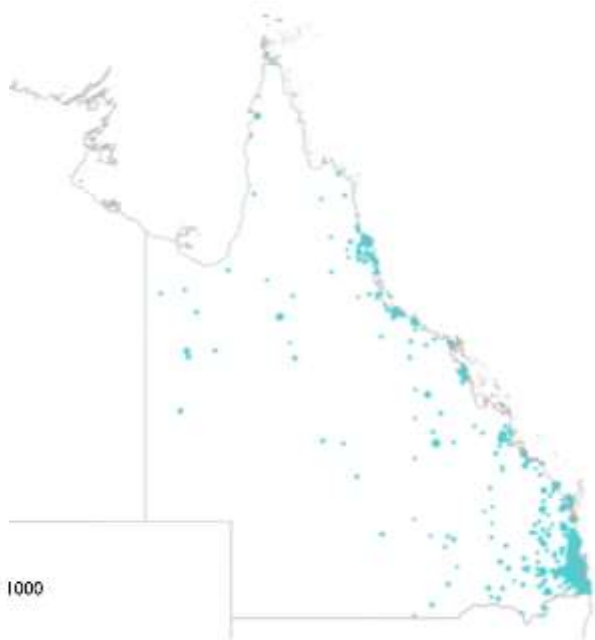
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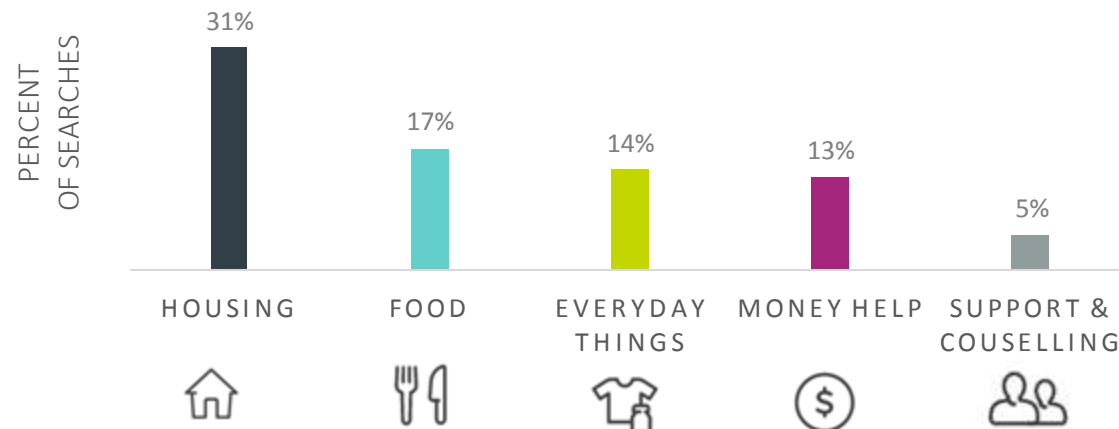


ASK IZZY AT A GLANCE: QUEENSLAND

43720
SEARCHES



TOP FIVE SEARCHES



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SEARCH

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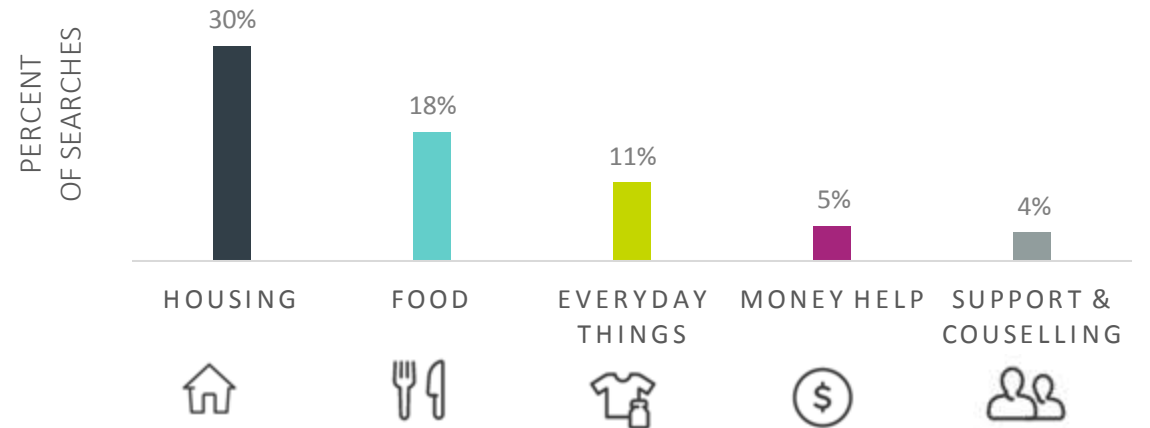
HOUSING

ASK IZZY AT A GLANCE: ACT

3300
SEARCHES



TOP FIVE SEARCHES



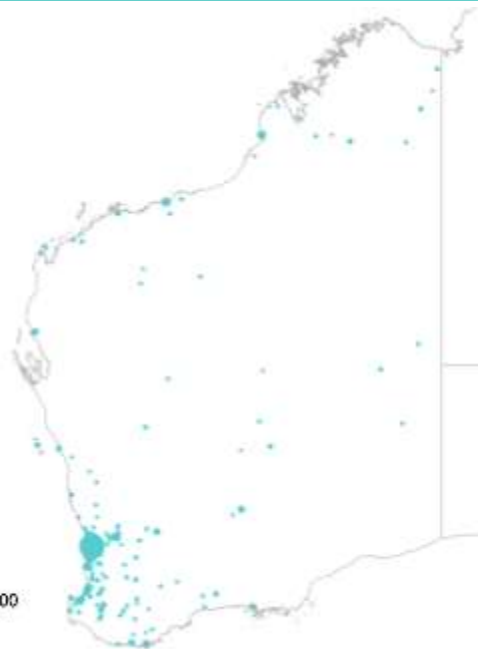
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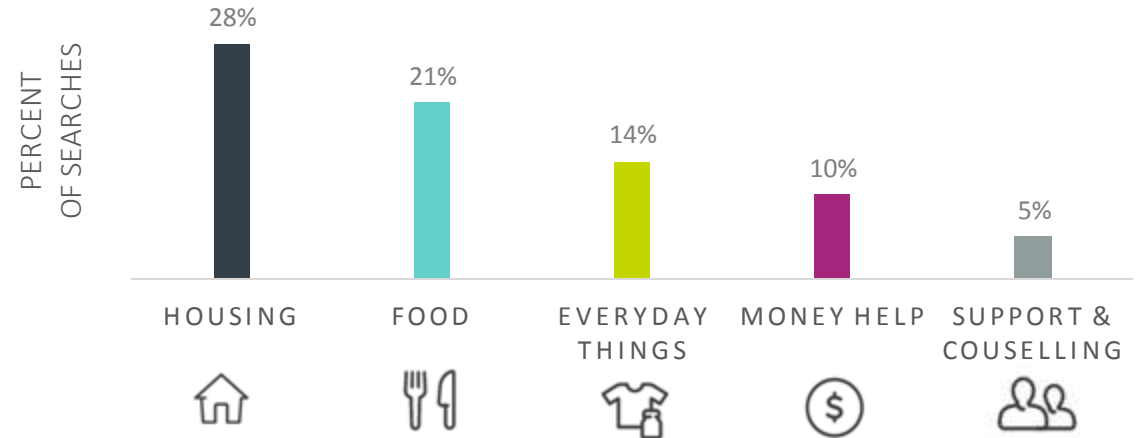

HOUSING

ASK IZZY AT A GLANCE: WESTERN AUSTRALIA

21 625
SEARCHES



TOP FIVE SEARCHES



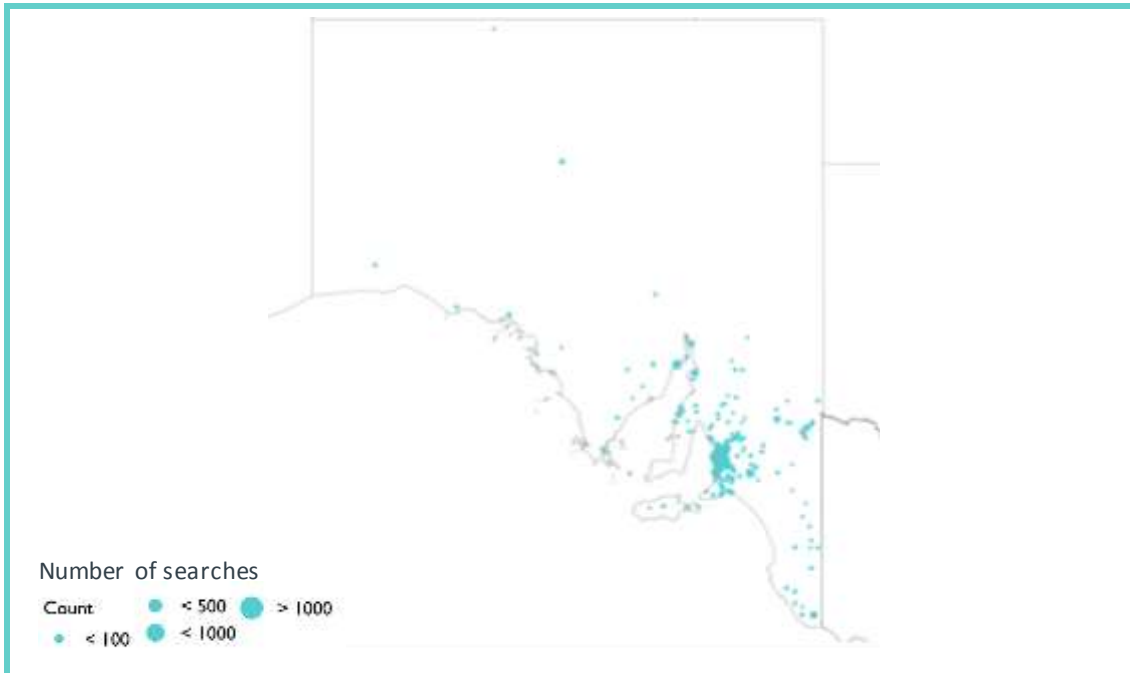
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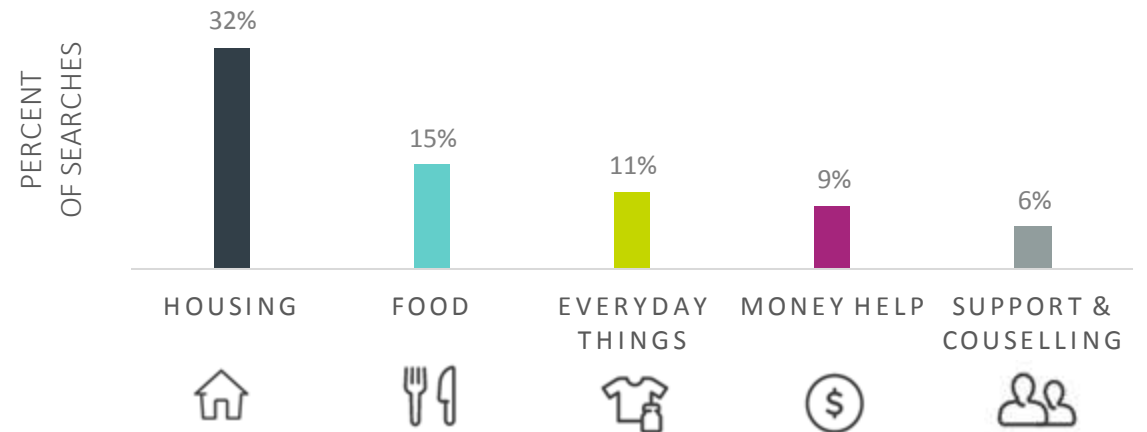
HOUSING

ASK IZZY AT A GLANCE: SOUTH AUSTRALIA

12 439
SEARCHES



TOP FIVE SEARCHES



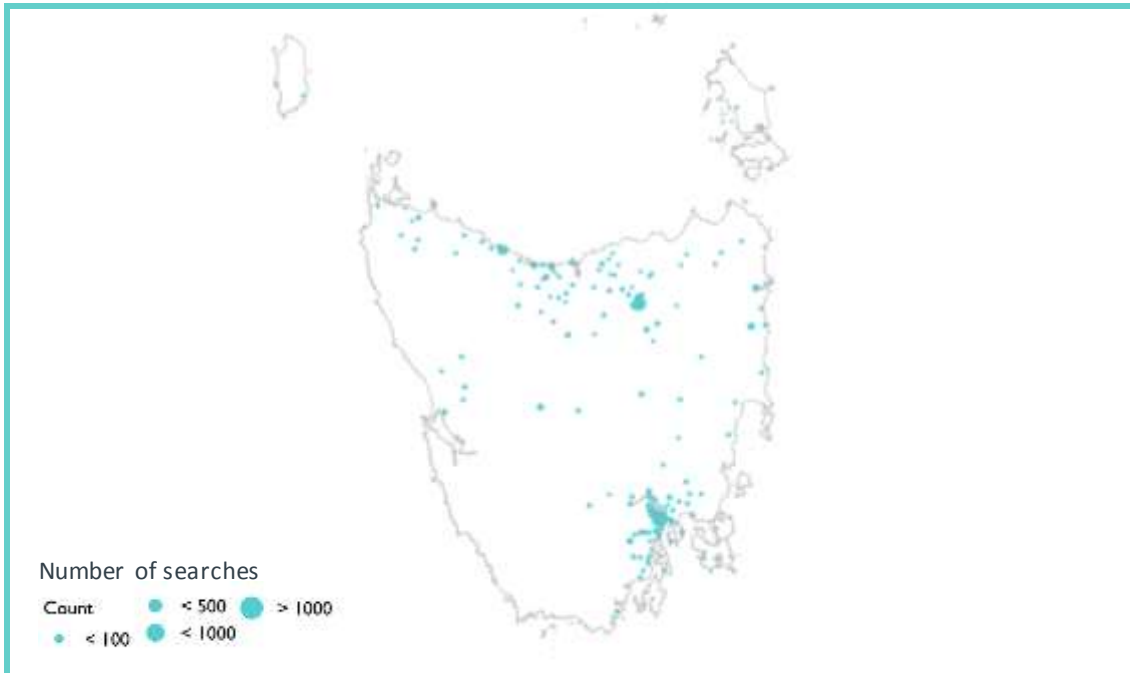
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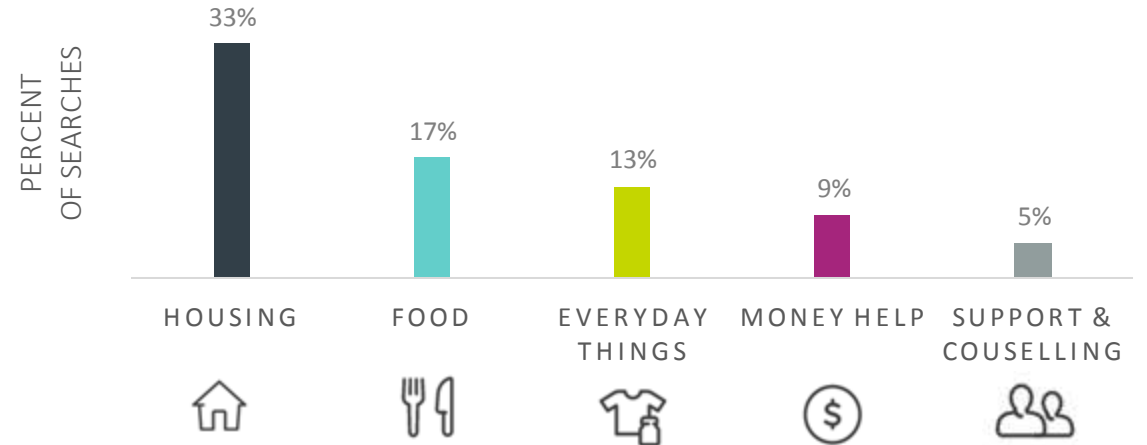
HOUSING

ASK IZZY AT A GLANCE: TASMANIA

5301
SEARCHES



TOP FIVE SEARCHES



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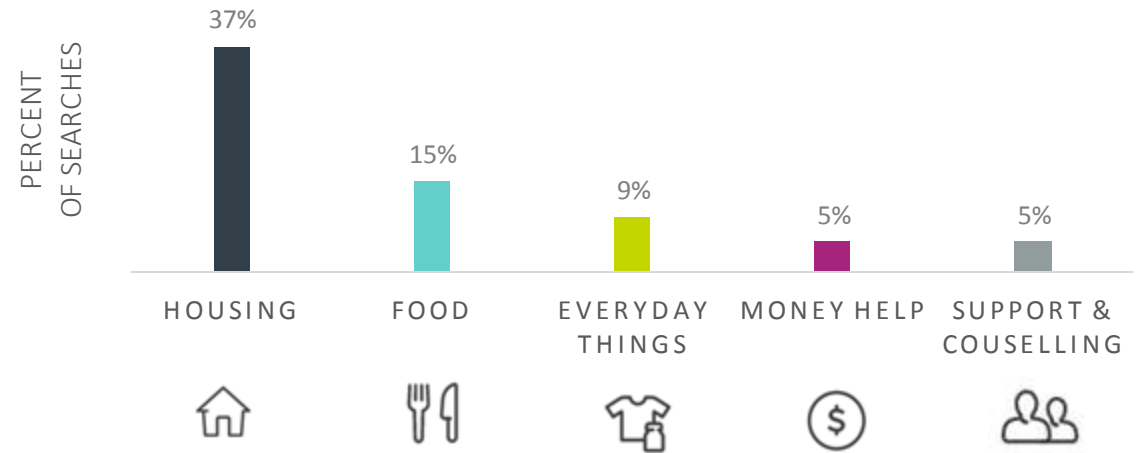

HOUSING

ASK IZZY AT A GLANCE: NORTHERN TERRITORY

2898
SEARCHES



TOP FIVE SEARCHES

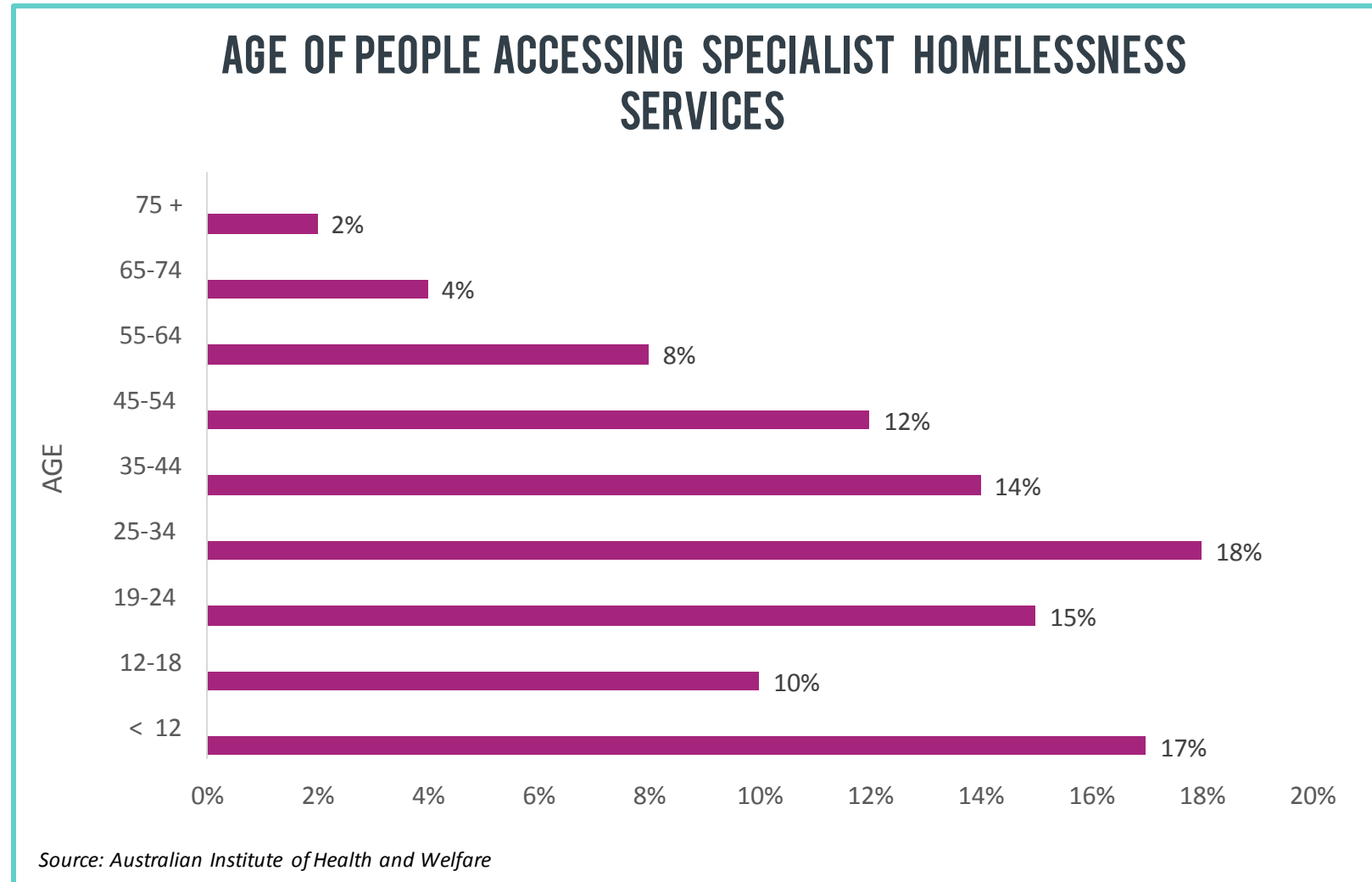


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SEARCH

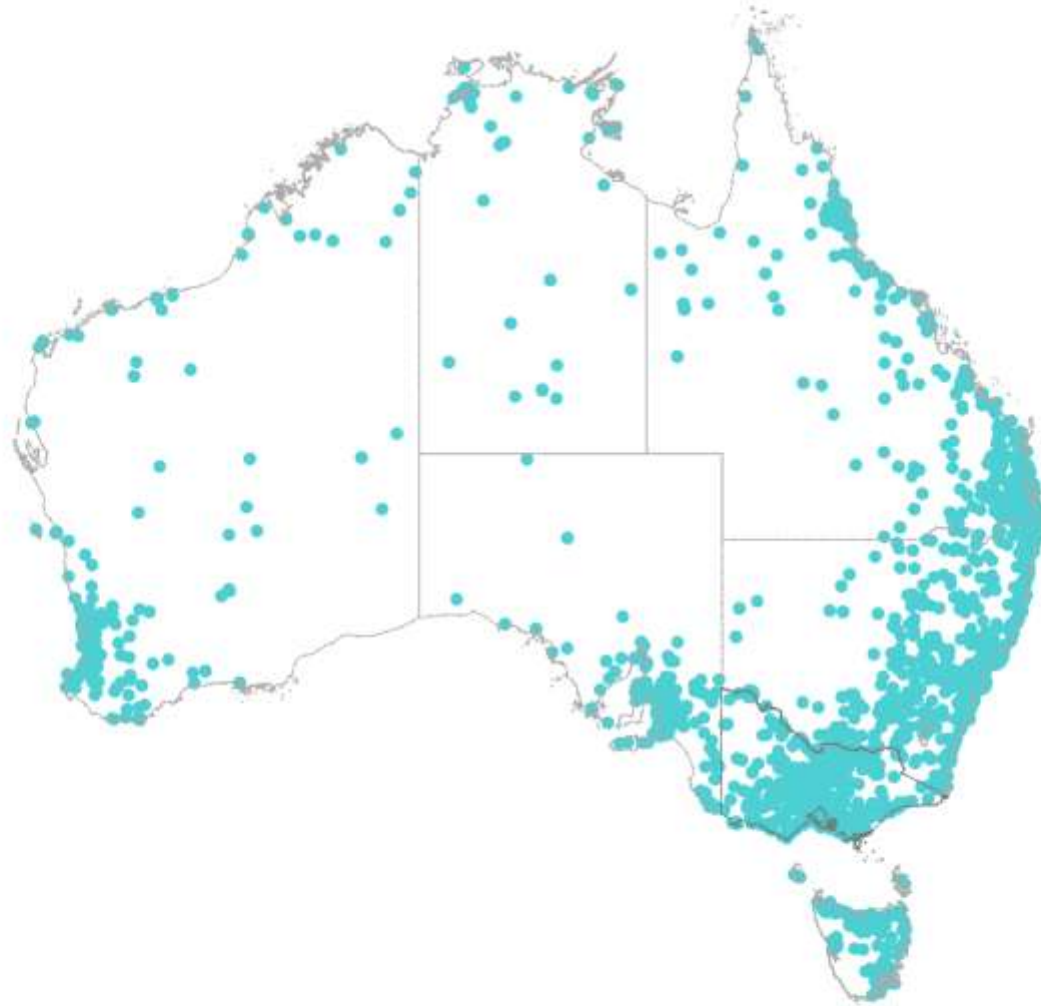
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HOUSING

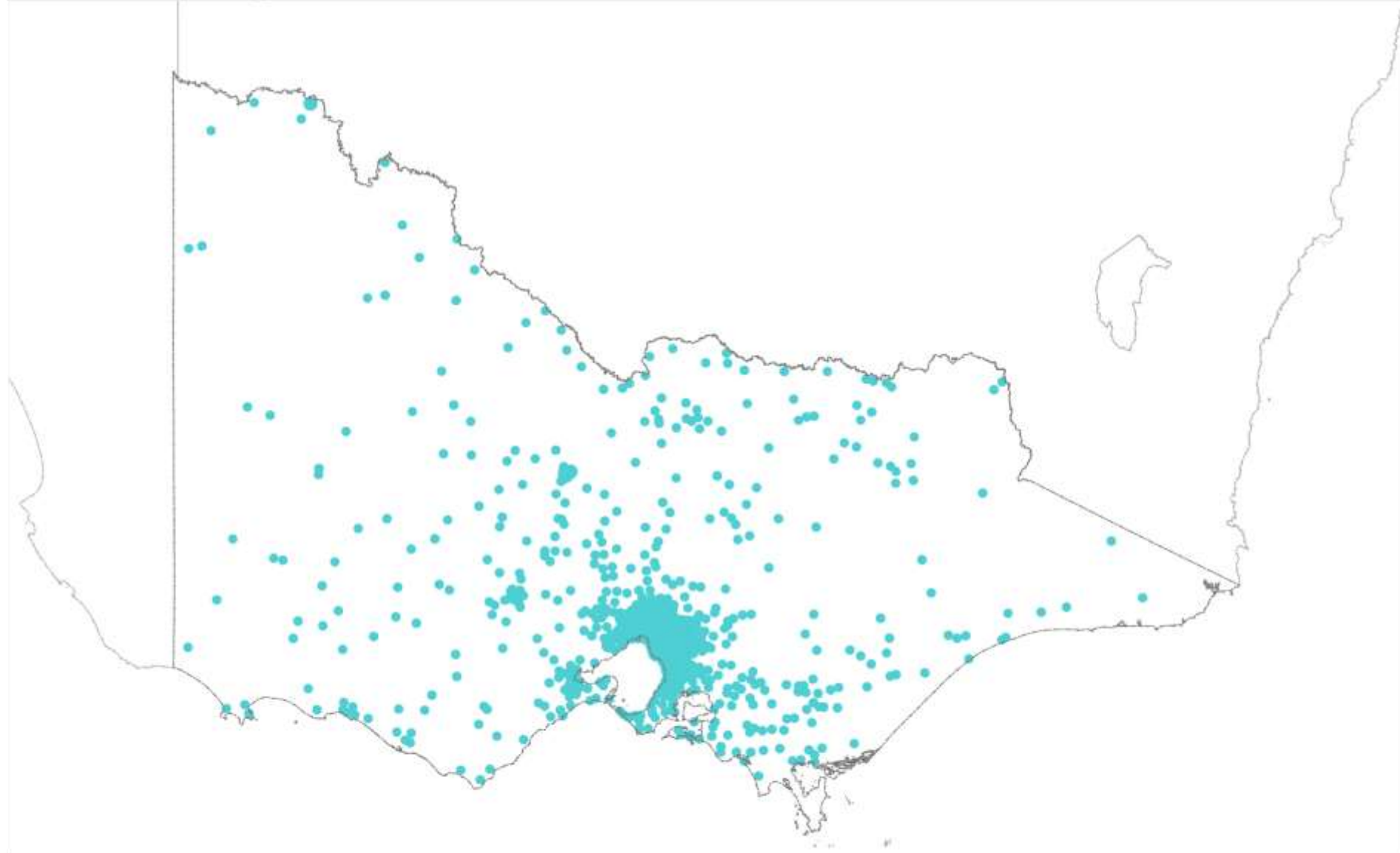
APPENDIX



Ask Izzy Search

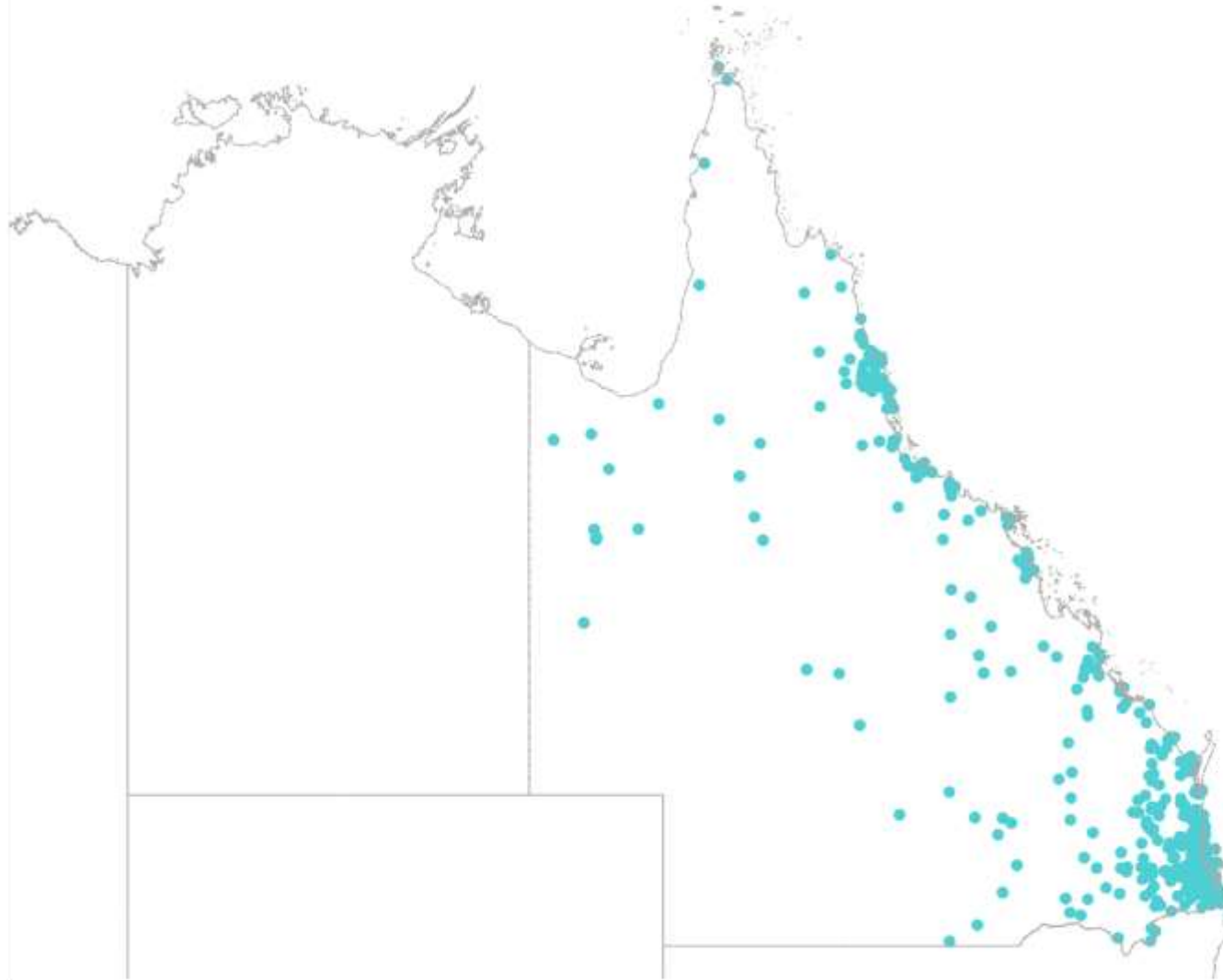


Ask Izzy Search



Ask Izzy Search





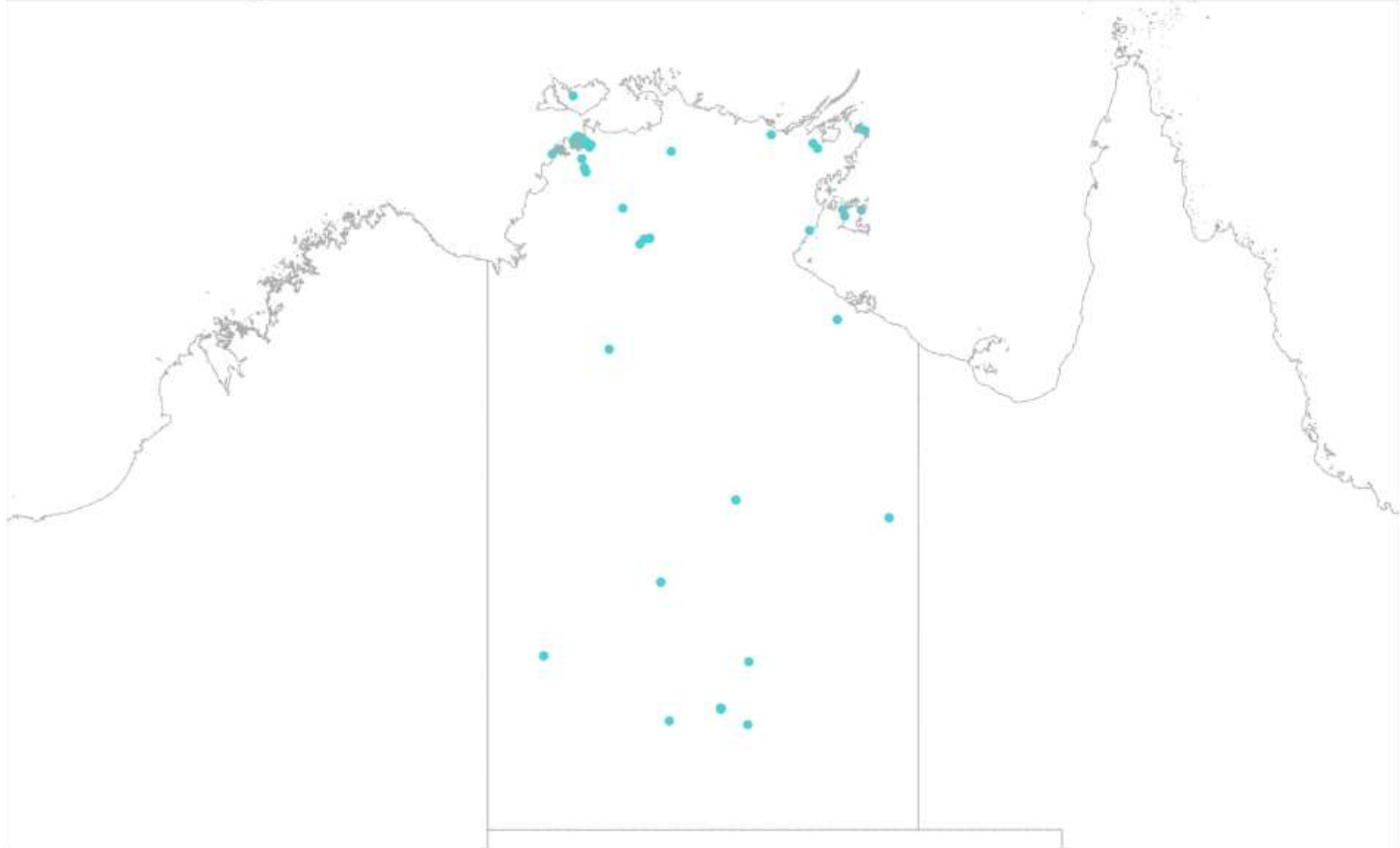
Ask Izzy Search

Count

- < 500
- > 1000
- < 100
- < 1000



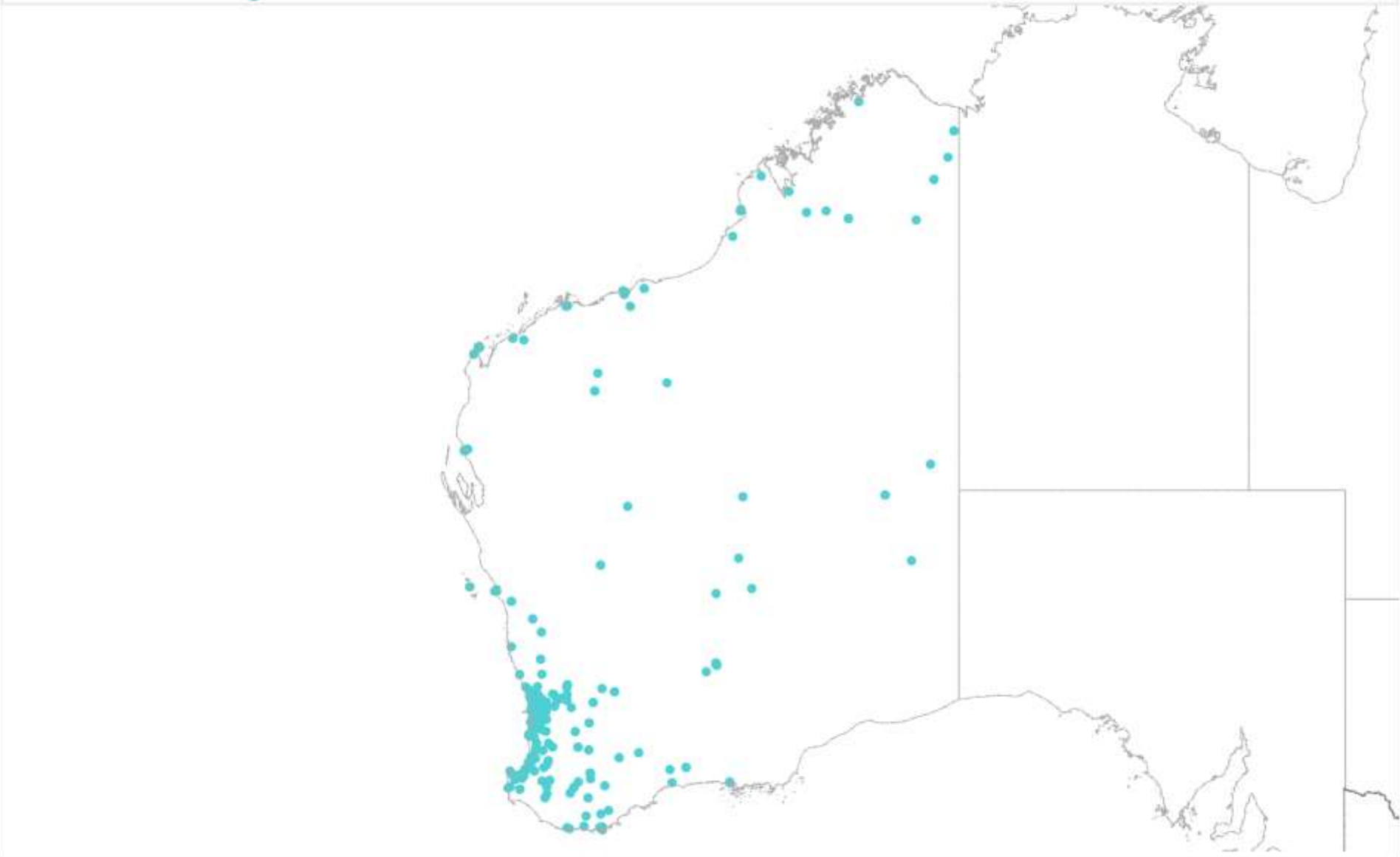
Ask Izzy Search



Ask Izzy Search

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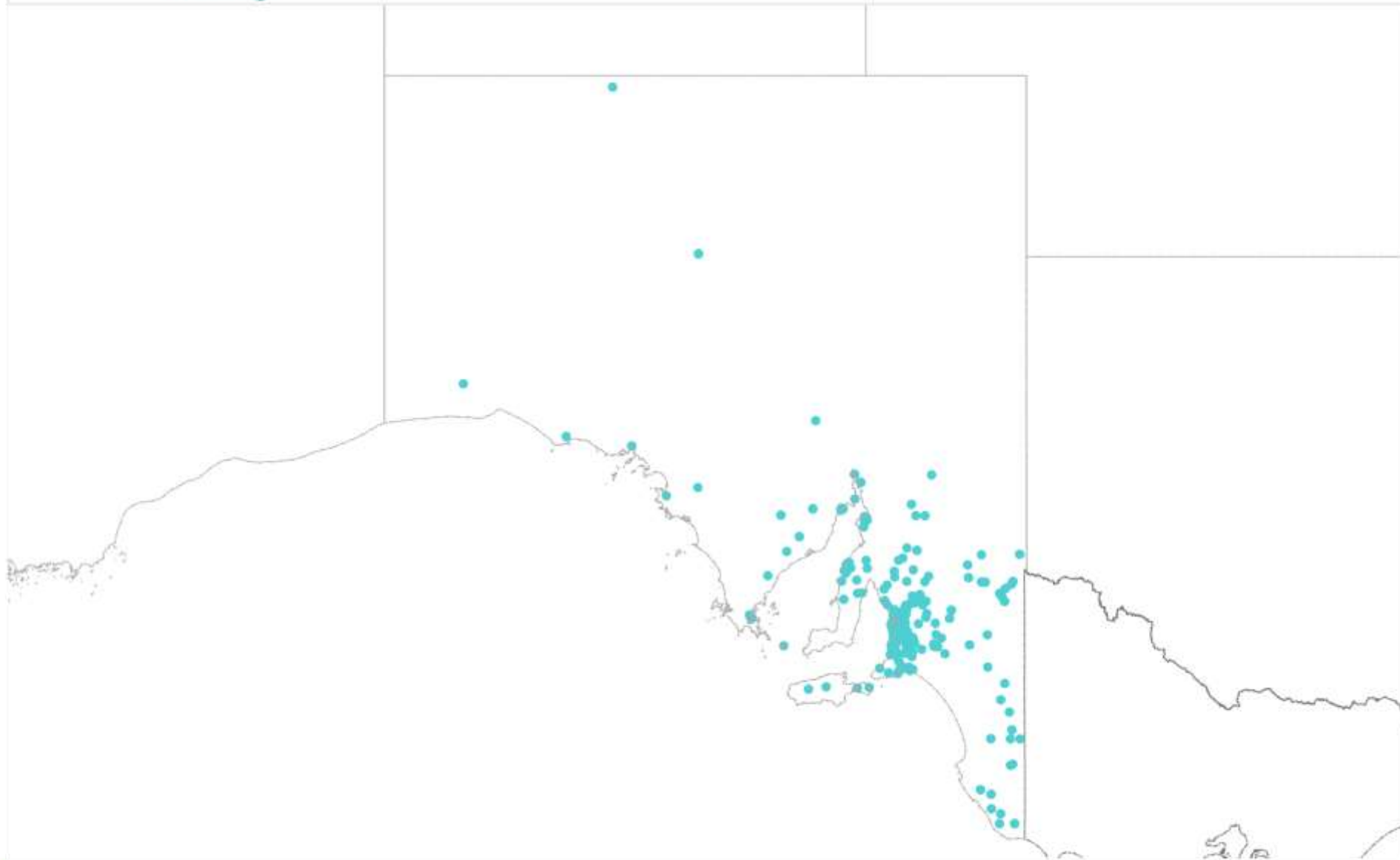
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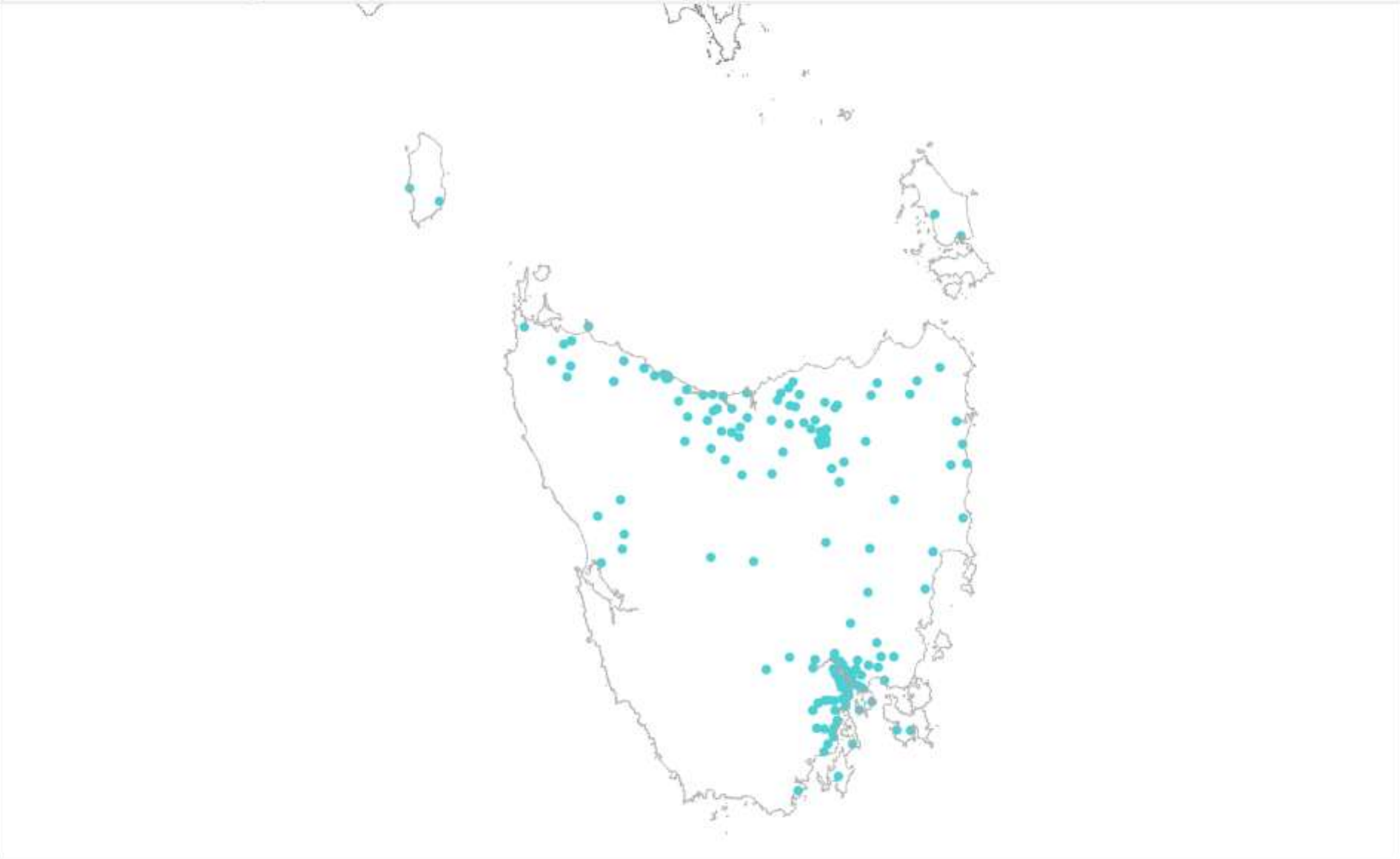


Ask Izzy Search

Count

- < 500
- > 1000
- < 100
- < 1000





FIND OUT MORE

askizzy@Infoxchange.org

www.infoxchange.org/ask-izzy

