



[askizzy.org.au](https://askizzy.org.au)

# Supporter Kit

Ask Izzy is now safer and easier to use  
for people experiencing family violence

## Proudly enhancing Ask Izzy

With help from the NAB Foundation, Infoxchange has just launched some important enhancements to Ask Izzy.

The enhancements aim to help people experiencing family violence to safely find the help they need, now and nearby.

We're committed to tackling family violence, and believe that technology can be an effective solution to providing better support for people affected by needless violence.

We need your help to spread the word about Ask Izzy and empower more people to use the site to find the help they need. This supporter kit provides some suggestions on how you can do that.

**Thank you for your incredible support.**

*David Spragg*

\*Source: *Family, domestic and sexual violence in Australia*. Australian Institute of Health and Welfare, 2018. Available online at [the AIHW website](https://www.aihw.gov.au).

## QUICK FACTS

- 57% of Ask Izzy users are women
- 20% of users seeking housing support on Ask Izzy are women and children escaping family violence
- Over 2 million searches on Ask Izzy since launch
- Family and domestic violence is a leading cause of homelessness for women and children\*
- 72,000 women, 34,000 children and 9,000 men sought homelessness services in 2016-17 due to family/ domestic violence\*
- Intimate partner violence causes more illness, disability and deaths than any other risk factor for women aged 25-44\*
- 1 in 5 (1.7 million) women have been sexually assaulted and/ or threatened since age 15\*



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We've made Ask Izzy safer and easier to use for people experiencing family violence

## About Ask Izzy

Ask Izzy is a mobile website that connects people in need with housing, a meal, money help, health and wellbeing services, family violence support, counselling and much more.

It is free and anonymous, with over 360,000 services listed across Australia.

Ask Izzy is also free to use on the Telstra mobile network. This means people don't need to rely on having credit or access to

free wifi in order to use the site.

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.

Since its launch by Prime Minister Malcolm Turnbull in 2016, the site has had more than 2 million searches.

## Providing safer family violence support

Our data shows us that people leaving family violence are some of the biggest users of Ask Izzy.

That's why we've made Ask Izzy safer and easier to use for people experiencing family violence.

Designed by the community, for the community, the enhanced Ask Izzy site empowers and connects more people experiencing family violence to find the support they need.

The enhancements have been made through the Ask Izzy Help at Hand project funded by NAB's philanthropic arm, the NAB Foundation.

As well as helping people experiencing violence to safely find support services, Ask Izzy is also an invaluable tool for organisations to make referrals.

And unlike specific family violence websites, Ask Izzy helps people who may

not realise that they are experiencing family violence to find general assistance with housing, food or other essential services.

The enhanced Ask Izzy site includes:

- A new domestic and family violence search category
- Multiple pathways to family violence services
- Quick exit button to quickly close the site without raising suspicion
- Safety screening questions to help people in immediate danger
- Emergency state and national numbers
- Best practice technology safety tips and warnings for users

You can learn more about the project [on our website](#).



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# Support us on social media

We would love you to get involved by helping to spread the word about Ask Izzy and our new enhancements on social media. If you're posting on your own social media accounts, please tag us using:



@AskIzzyAu



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You could share your story about how Ask Izzy has helped you or people you know (but please don't use identifying information unless you have permission).

You could also use some of the sample posts we've included below.

## Social media hashtag

Join the conversation using **#AskIzzyAu**



### Sample tweets\*

#AskIzzyAu can help people experiencing family violence to safely find the help they need, now and nearby [www.askizzy.org.au](http://www.askizzy.org.au)

Find the help you need now and nearby with #AskIzzyAu [www.askizzy.org.au](http://www.askizzy.org.au)

Where can I find a safe place to stay for me and my kids? #AskIzzyAu [www.askizzy.org.au](http://www.askizzy.org.au)

How do I find financial help? #AskIzzyAu [www.askizzy.org.au](http://www.askizzy.org.au)

I don't have money for food, where can I find help? #AskIzzyAu [www.askizzy.org.au](http://www.askizzy.org.au)

Family violence affects people in all walks of life. Safely find the help you need, now and nearby at [www.askizzy.org.au](http://www.askizzy.org.au) #AskIzzyAu

\*See downloadable social media images



### Sample posts\*

Family violence can affect people in all walks of life. @AskIzzyAU helps people experiencing family violence to safely find the help they need, now and nearby [www.askizzy.org.au](http://www.askizzy.org.au)

@AskIzzyAU is now safer and easier to use for people experiencing family violence. Visit [www.askizzy.org.au](http://www.askizzy.org.au) to safely find the help you need, now and nearby.

Do you and your kids need a safe place to stay tonight? Financial help? Food? @AskIzzyAU can help you safely find the help you need, now and nearby: [www.askizzy.org.au](http://www.askizzy.org.au) #AskIzzyAu

Are you scared of a partner or family member? Need someone to talk to? @AskIzzyAU can help you safely find the help you need, now and nearby: [www.askizzy.org.au](http://www.askizzy.org.au) #AskIzzyAu



# Other ways you can help

There are plenty of ways you can show your support for Ask Izzy.

- Tell people in your workplace and community about it
- Put up Ask Izzy posters in your workplace – [download them from our website](#)
- Add our banner to your email signature – [download them from our website](#)
- Tell us how it's helped you or people you know [via this online form](#)

Note: by completing this form, you're agreeing to let us use your feedback publicly for marketing and communications purposes. No identifying information will be used unless you give us permission.

## Resources

You can download the following resources from our website at:  
[www.infoxchange.org/au/ask-izzy](http://www.infoxchange.org/au/ask-izzy).



### Posters

Ask Izzy posters that you can print and display at your office/service.



### Video

A short video explaining the Ask Izzy enhancements that you can share on social media.



### Social media tiles

Pre-prepared artwork that you can use on your social media channels.



### Email signature

An Ask Izzy banner that you can add to your email signature.



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#AskIzzyAu

# Contact

For general information about Ask Izzy, please contact:

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For all media enquiries, please contact:

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Family violence affects people in all walks of life.

If you or someone you know is experiencing issues around family violence, sexual assault or abuse, please call 1800 RESPECT (1800 737 732).



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Founding partners:

  [realestate.com.au](https://www.realestate.com.au) *News Corp* [Australia](https://www.news.com.au)



We acknowledge the traditional custodians of the land and pay respect to Elders both past and present.