The A to Z Directory of Homeless Help

www.askizzy.org.au
1 in 200 people in Australia are experiencing homelessness

Over 350,000 services across Australia

Almost 80% of people experiencing homelessness have a smartphone
FOUR ORGANISATIONS CAME TOGETHER

- Not-for-profit leading the project
- Community engagement
- Design & development
- Access to service directory

- Major funding partner
- Support from Google.org
- Access to technical expertise including search and maps

- Access to previous Real Shelter beta
- Technical resources
- Promote the partnership

- Public profiling across Australia
- Access to media channels for promotion
WITH OVER 20 PARTNERS
Co-designed from start to finish

APPLICATION DESIGN
- Co-design
- User research interviews
- User testing

INSIGHTS

CONSULTATION WITH OVER 2000 PEOPLE

BRAND & MARKETING
- Brand testing
- Marketing channels
- Messaging
“Ask Izzy is an outstanding example of everything a successful, progressive, compassionate 21st-century Australia will be; a country that is known for its innovation, for its compassion, for its love and support for those less fortunate” – Prime Minister Malcolm Turnbull.
200000 searches so far

**TOP SEARCHES**
- Housing (33%)
- Food (16%)
- Everyday things (12%)
- Money help (10%)
- Health (6%)
- Support & counselling (5%)

**LOCATION**
- VIC 36%
- NSW 31%
- QLD 18%
- WA 6%
- ACT 4%
- SA 3.5%
- TAS 1%
- NT 0.5%

**AGE**
- 18-24
- 25-34
- 35-44
- 45-64
- 55-64
- 65+
- 200,000 searches so far
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

“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

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

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