



AskIzzy

THE A TO Z DIRECTORY OF HOMELESS HELP

www.askizzy.org.au

HOW MANY PEOPLE?

1 *in* 200

people in Australia
are experiencing
homelessness



OVER 350 000 SERVICES ACROSS AUSTRALIA



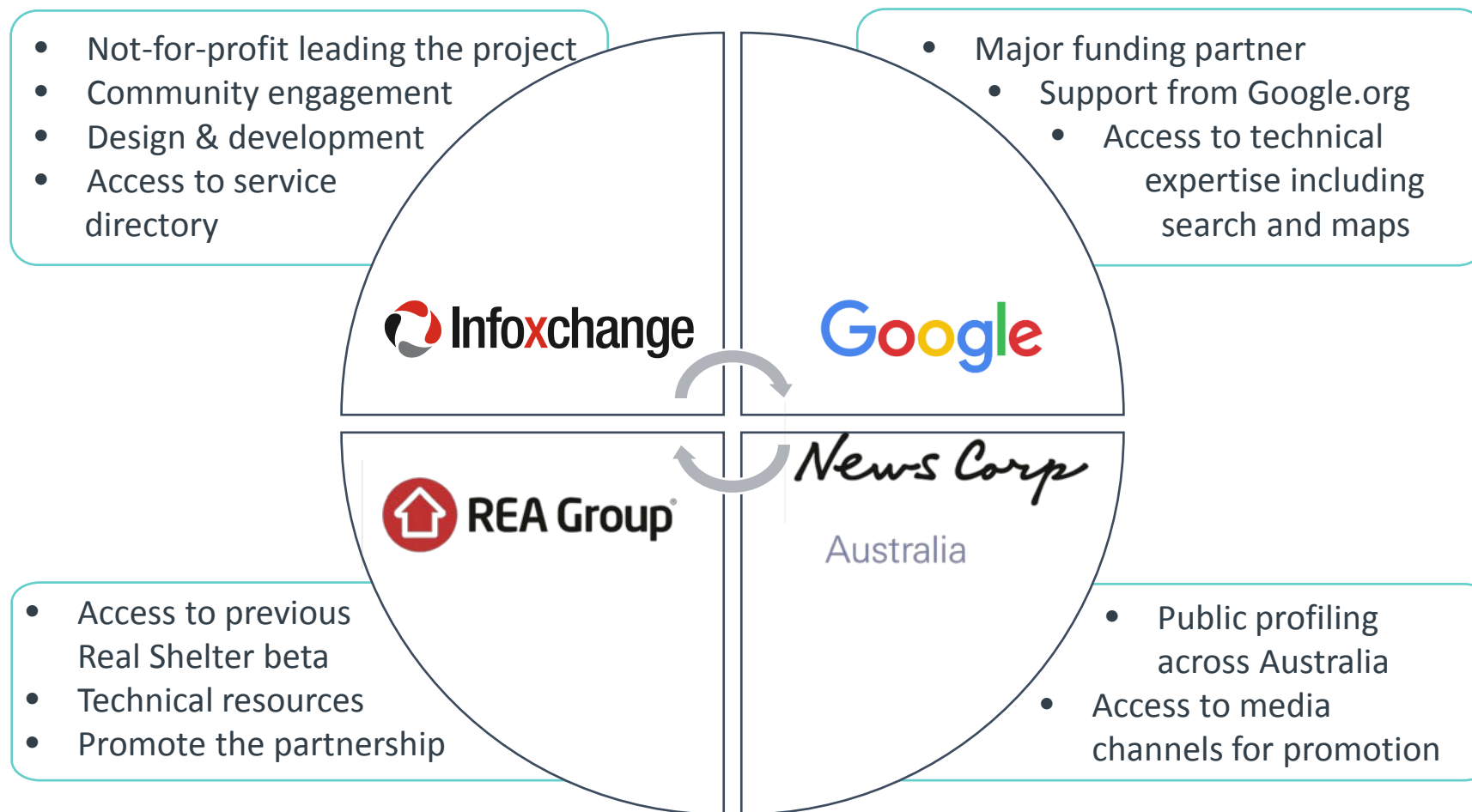
Almost

80%

of people experiencing
homelessness have a
smartphone



FOUR ORGANISATIONS CAME TOGETHER



WITH OVER 20 PARTNERS



Australian Government
Australian Institute of
Health and Welfare



chp
council
to homeless
persons



CITY OF MELBOURNE



Family &
Community
Services



rebuilding lives

huttST
CENTRE



VincentCare
Victoria

Co-designed from start to finish

APPLICATION DESIGN

- Co-design
- User research interviews
- User testing

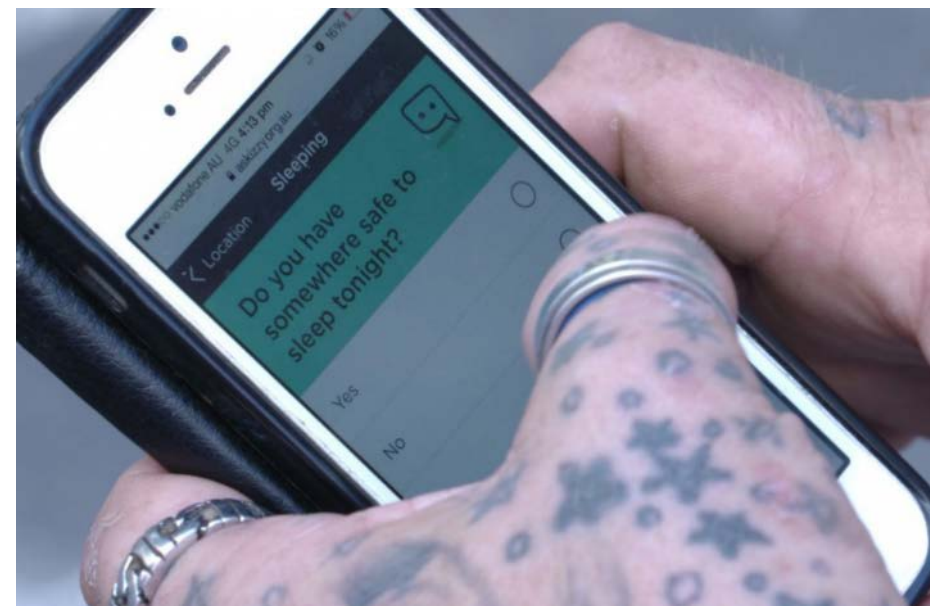
INSIGHTS



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.



200 000
searches
so far

TOP SEARCHES

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

LOCATION



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

GENDER



■ FEMALE ■ MALE

AGE



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-64 ■ 55-64 ■ 65+

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



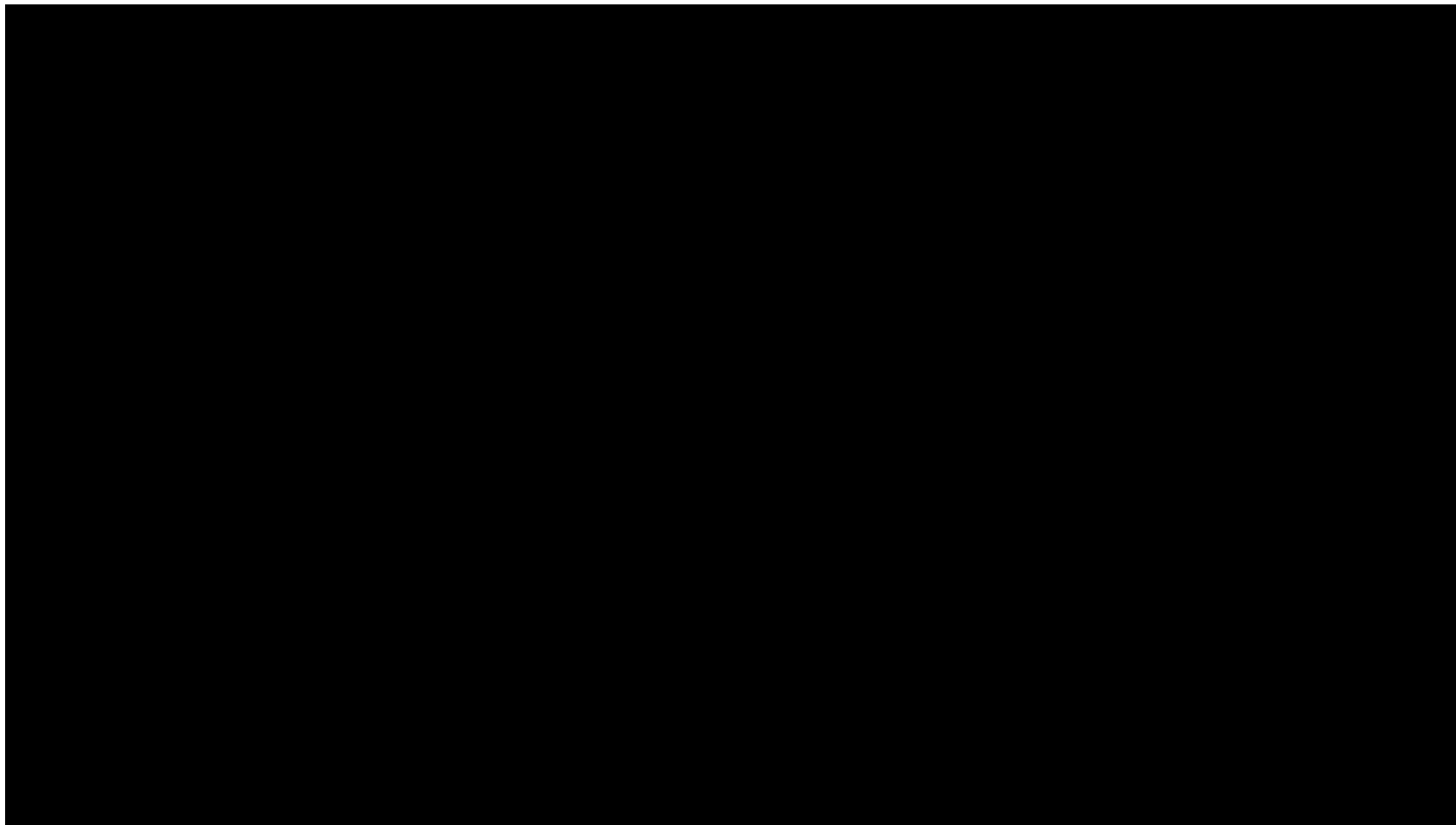
“It allows people to have some control and power over that decision ... You’ve made the decision that you need to go to those services, not someone else assuming that for you” – Clare



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



Consumer advocate for homelessness Lisa Peterson uses Ask Izzy, a new phone app. Picture: STUART WALMSLEY





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