



THE SUDSY CHALLENGE

ABOUT HOMELESSNESS



116,427 PEOPLE EXPERIENCING HOMELESSNESS IN AUSTRALIA

● **8,200**

are living in improvised dwellings, tents or sleeping out

● **17,845**

are children under the age of 10

● **51,088**

are living in severely crowded dwellings.

● **60%**

are under the age of 35

WHAT WE HAVE LEARNED FROM OUR FRIENDS

- Homelessness is very rarely (if ever) a choice
- Homelessness is not just experienced by people with complex needs such as mental illness or addiction.
- Traumatic experiences from a person's past often leads to homelessness. These experiences alter an individual's sense of safety and connection with the world.
- People doing it tough like to talk about the same things as everyone else.
- Conversations don't always have to be about a pathway out of homelessness; most of the time, the best conversations involve day to day topics and a simple connection between two people.
- If you don't have a strong support network in tough times, you can quickly find yourself experiencing homelessness.

WHAT OUR FRIENDS SAY

"IT IS SO EASY TO GO FROM BEING AN AWESOME MEMBER OF SOCIETY, TO BEING ON THE STREET. IT HAPPENS IN THE BLINK OF AN EYE."

"WHEN YOU'VE BEEN HOMELESS FOR SUCH A LONG TIME, IT'S THE SMALL THINGS THAT CAN GIVE YOU A LITTLE BIT MORE HOPE."

"EVERYBODY HAS THEIR OWN DIFFERENT WORLD THAT THEY LIVE IN AND GROW UP IN, AND WE HAVE TO TRY MAKE THAT WORLD A BETTER WORLD FOR PEOPLE WHO ARE IN LESS FORTUNATE SPOTS."

"I AM A FORMER CEO OF A PRODUCT DESIGN AND SALES SERVICE... WE HAD 24 INTERNATIONAL COMPANIES LINED UP FOR DISTRIBUTION. IT WAS A LOT OF WORK, A LOT OF MONEY AND UNFORTUNATELY, THAT MONEY RAN OUT."