

Foodbank Australia



Reversing the Prime Minister's funding cuts.

The Brief

From 2017 to 2020 Foodbank Australia commission us to produce an annual visualised thought leadership report on the issue of food insecurity in Australia to shape future policies and advocate for the food insecure in Australia.

The Work

We conducted a survey of Australians experiencing food insecurity, analysed data provided by Foodbank, and provided storytelling in the form of copywriting and visual design for the final report and infographic output.

“The Foodbank Hunger Report is a vital tool for engendering awareness of the issue of food insecurity in Australia, a problem largely hidden and misunderstood. The report puts a human face on the statistics, and shows why so many are going hungry and the impact this has on their lives. The report underpins advocacy and education with all our stakeholders, from government and the food industry to the general public.”

Results & Deliverables

The visualised research report helped defend their funding and reversed the hon. Prime Minister Scott Morrison’s decision to cut funding to Foodbank in 2018. Instead Prime Minister Morrison reinstated the \$1.5 million funding over 4.5 years to see Foodbank provide 67 million meals per year. The insights are being used to stimulate public conversations and lobby decision-makers on issues relating to household food insecurity.

The Foodbank Hunger Report is Australia’s only national publication bringing together the perspectives of service providers and Australians who access food relief services. The report has assisted Foodbank in raising public awareness of food insecurity.

Contact

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