



COLLECTIVELY WE HAVE ACHIEVED SO MUCH

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INTRODUCTION

PURPOSE OF THIS REPORT

Purpose of this report is:

- › To define nappy stress as families not having enough nappies to change their children as often as they need to. They are likely to cut back on other essentials in order to afford enough nappies
- › To raise awareness within the Victorian community of the nature and extent of nappy stress
- › To better understand the social needs and support gaps currently faced by families experiencing nappy stress
- › To start a discussion in the community about how to better address this problem.

PROJECT OUTLINE

- › This report was produced by The Nappy Collective (TNC) with the support of Social Ventures Australia (SVA) Consulting
- › This report was funded by the Victorian Department of Health and Human Services
- › To inform the report, consultations were carried out with key stakeholders such as charity partners, donors and funders. In addition, analysis was conducted of broader social issues as key inputs in understanding the extent of the nappy stress problem.

Professional Disclosure Statement

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The Nappy Collective was founded in October 2013 with a vision to provide immediate support to those touched by family violence. Through volunteering experience, we knew many women needing the support of refuges and safe houses were mothers of young children and were often arriving with nothing but the clothes on their back and their children in their arms. The nappies provided to these women offered significant relief. What we have come to learn since then is the broader effects of not being able to provide enough nappies for young children.



SANDRA JACOBS

Founder and Chair,
The Nappy Collective

ACKNOWLEDGEMENTS



LANI MASUKU

CEO, The Nappy Collective

We have learnt about the larger need for nappies across many groups experiencing disadvantage and the implications of nappy stress. These include significant health risks for babies, impact on mental health and wellbeing of parents and the cost burden of providing nappies to one, two or even in some cases three children, which can amplify the causes of disadvantage.

Over the past five years The Nappy Collective has grown to support over 230 charity partners and is supported by communities right across Australia who through collective giving are helping to address this need. We know nappies are always in high demand for the families our charity partners support and that we never have enough supply to meet this demand.

We are grateful for the support of the Victorian Department of Health and Human Services for supporting The Nappy Collective commission this report on nappy stress across Victoria. We would like to take the opportunity to acknowledge the support of The Nappy Collective community, the charity partners, donors and other stakeholders who gave their valuable time and insights to contribute to this report.

We would also like to acknowledge the staff, committee and volunteers of The Nappy Collective as well as the greater Nappy Collective community right across Australia for contributing to what we have been able to achieve to date.

Nappy stress appears to be a persistent problem in Australia. We hope that this report will raise awareness of the impact of nappy stress and assist the community to provide a greater response to this need.

What is nappy stress and why is it critical to solve?

Families who are living below the poverty line or find themselves in crisis can struggle to provide an adequate supply of nappies for their children.

This can have serious negative impacts on the health and wellbeing of parents and children and affects the families financially and socially.

Nappy stress is defined as families not having enough nappies to change their children as often as they need to. They are likely to cut back on other essentials in order to afford enough nappies.

EXECUTIVE SUMMARY



How big is this problem?

Nationally, approximately 250,000 children live in families that experience nappy stress.

In Victoria alone, around 62,000 children in 35,000 families experience nappy stress.

These children require approximately 95m nappies per year, which equates to between \$31-48m in spending on nappies per year.

Demographic groups which are more at-risk of experiencing nappy stress include:

- › People who are unemployed or whose main income source is government allowances or pensions
- › Those living in public housing
- › Children in sole parent households.

Who is The Nappy Collective?

The Nappy Collective provides families experiencing disadvantage with essential material aid for the most vulnerable members within that family unit, the children. It is the only Australian organisation focused on collecting and distributing nappies to families in need.

The Nappy Collective runs bi-annual collectives across Australia to raise donations of leftover, unused nappies which otherwise may be thrown out.

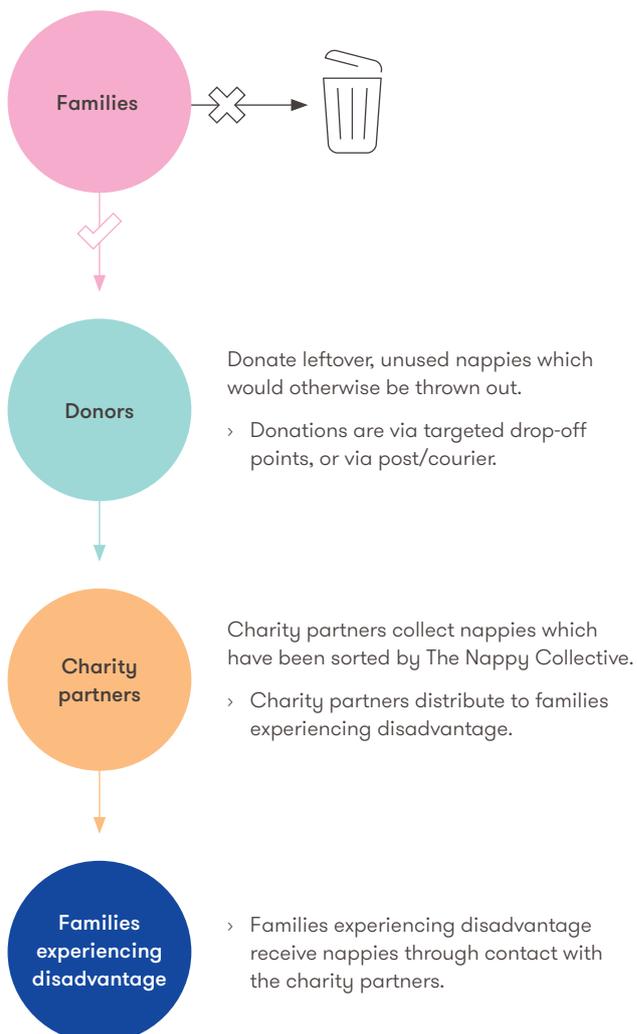
It redistributes these nappies through charity partners (a variety of non-profit organisations) who work with families experiencing disadvantage. To date, The Nappy Collective has distributed over 2.6m nappies across Australia.

HOW DOES THE NAPPY COLLECTIVE HELP ALLEVIATE NAPPY STRESS?

The Nappy Collective is on a mission to divert leftover, unused, disposable nappies to families in crisis. The Nappy Collective holds Deductible Gift Recipient status and is focused exclusively on collecting and distributing nappies.

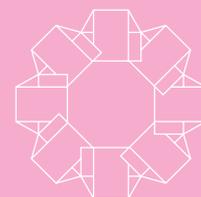
It does this by:

- › Running bi-annual collectives for donations of leftover, unused nappies
- › Redistributing nappies to charity partners who work with families experiencing disadvantage
- › Playing a specific role in the broader system of wrap-around support.



THE HISTORY OF THE NAPPY COLLECTIVE

- 2013**
The Nappy Collective is founded
- 2014**
Distributed > 220k nappies to date
- 2015**
Collecting nappies in > 30 towns and cities
- 2016**
Distributed > 1.7m nappies to date
- 2017**
Collecting nappies in > 50 towns and cities
- 2018**
Distributed > 2.6m nappies to date



WHAT IS NAPPY STRESS AND WHAT CAUSES IT?



WHAT IS NAPPY STRESS?

Definition of nappy stress

In this report:

- › **Nappy need** is an estimate of the total number of nappies required by a family to change their children
- › **Nappy stress** is defined as families not having enough nappies to change their children as often as they need to. They are likely to cut back on other essentials in order to afford enough nappies.

Nappy stress is driven by three main factors:

1. A lack of income, or income poverty
2. High cost of living
3. Broader social disadvantage

Measure of disadvantage

The number of children and families experiencing **nappy stress** will vary widely according to the measure of exclusion, poverty or deprivation that is used.

In this report, the assumption is that children and families living at or below the poverty line may experience **nappy stress**.

The poverty line (50% of median income, after housing costs) for a single adult is \$353 a week.¹

Key assumptions

To quantify the size, trend and cost of the problem this report makes the following assumptions:

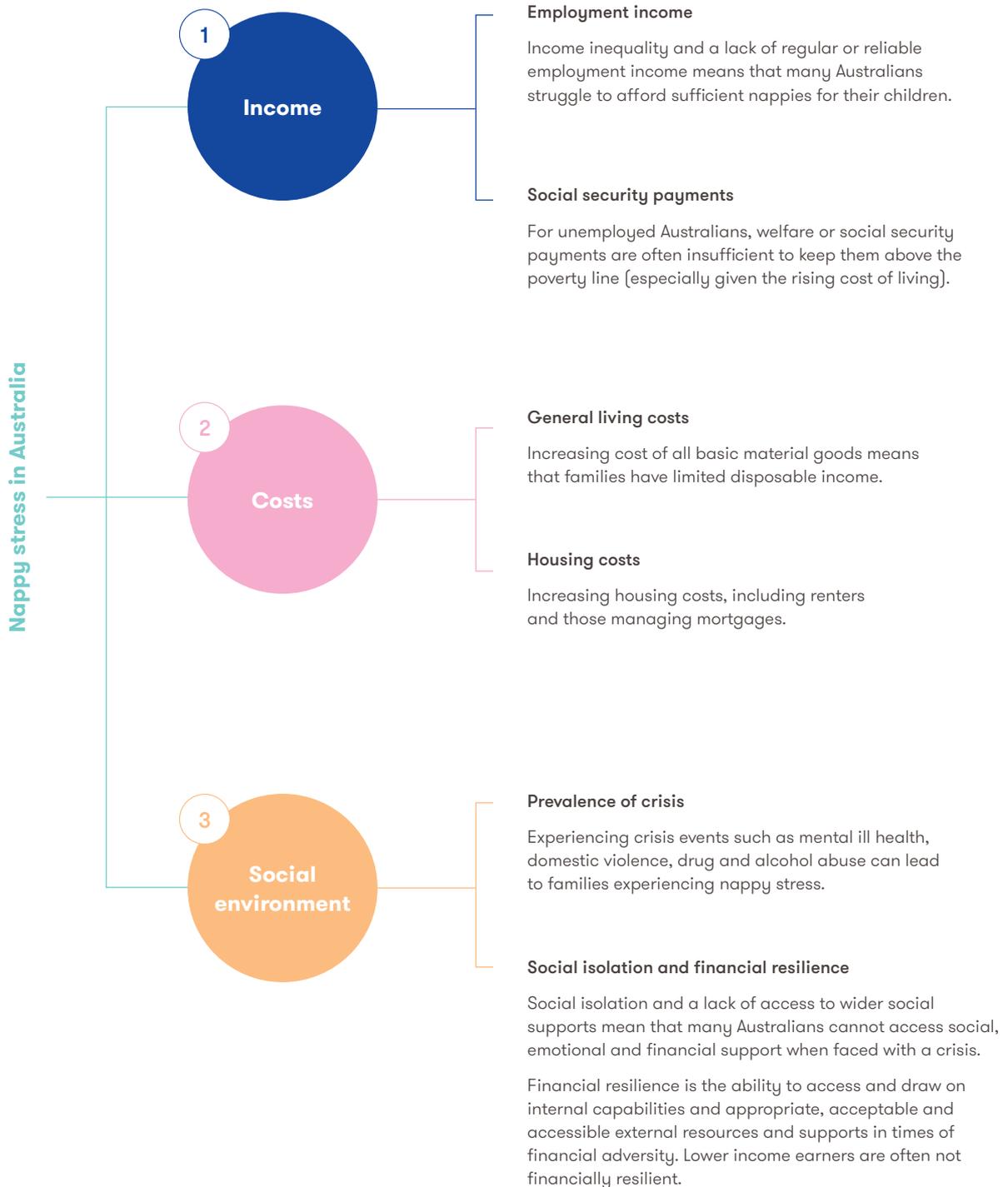
- › Children **aged 0 to 48 months** wear nappies
- › On average children (0-48 months) require **4.23 nappies per day**, noting that on average babies 0-3 months use 6.05 nappies a day and children 37-48 months use 2.4 nappies per day²
- › Average **unit cost per nappy** in Australia is estimated at 50c for those who cannot afford or are not able to buy in bulk or at sale prices. This report also provides estimates using a lower average cost of 32c that applies to those who can buy in bulk or at sale prices.³

¹ Davidson, P., Saunders, P., et al (2018) Poverty in Australia, 2018. ACOSS/UNSW Poverty and Inequality Partnership Report No. 2, Sydney: ACOSS;

² Disposable nappies and nappy-pants – Kimberley Clark Baby Care Usage Diary, Fifth Dimension, 2018;

³ National Measured + Aldi Estimate + Chemist Warehouse. IRI, MAT 16/09/18.

WHAT CAUSES NAPPY STRESS ?



UNDERSTANDING THE COMPLEXITY OF THE CAUSES OF NAPPY STRESS

Three potential causes or drivers of nappy stress have been identified. Research suggests that over the past 10-15 years these drivers are mostly getting worse for many lower income Australian families resulting in nappy stress being a persistent and growing social problem.

It is worth noting that these drivers are not exhaustive nor entirely mutually exclusive. For example, someone's social environment can itself be a driver of income poverty, or an increase in the cost of living can lead to a personal crisis.

It is also important to recognise the complexity of these drivers as macro socio-economic and political factors that make specific forecasts about nappy stress and indeed rates of poverty challenging.

What we do know is that despite a prolonged period of economic growth in Australia, lower income earners face persistent disadvantage and many are experiencing a range of financial and material hardships including nappy stress.

While nappy stress is fundamentally driven by a lack of income, high cost of living, and broader social disadvantage, interviews with The Nappy Collective's charity partners highlighted specific circumstances which can spark nappy stress.

- › Fleeing family violence
- › Unexpected costs or large bills
- › Illness (of parent or child)
- › Unexpected premature baby
- › Experiencing homelessness or at risk of homelessness
- › Children returning home suddenly through court process
- › Experiencing issues with mental health or alcohol and other drugs.



Our client was 21 years old and had a newborn baby. She was couch surfing and was down to her last nappy and wipe.

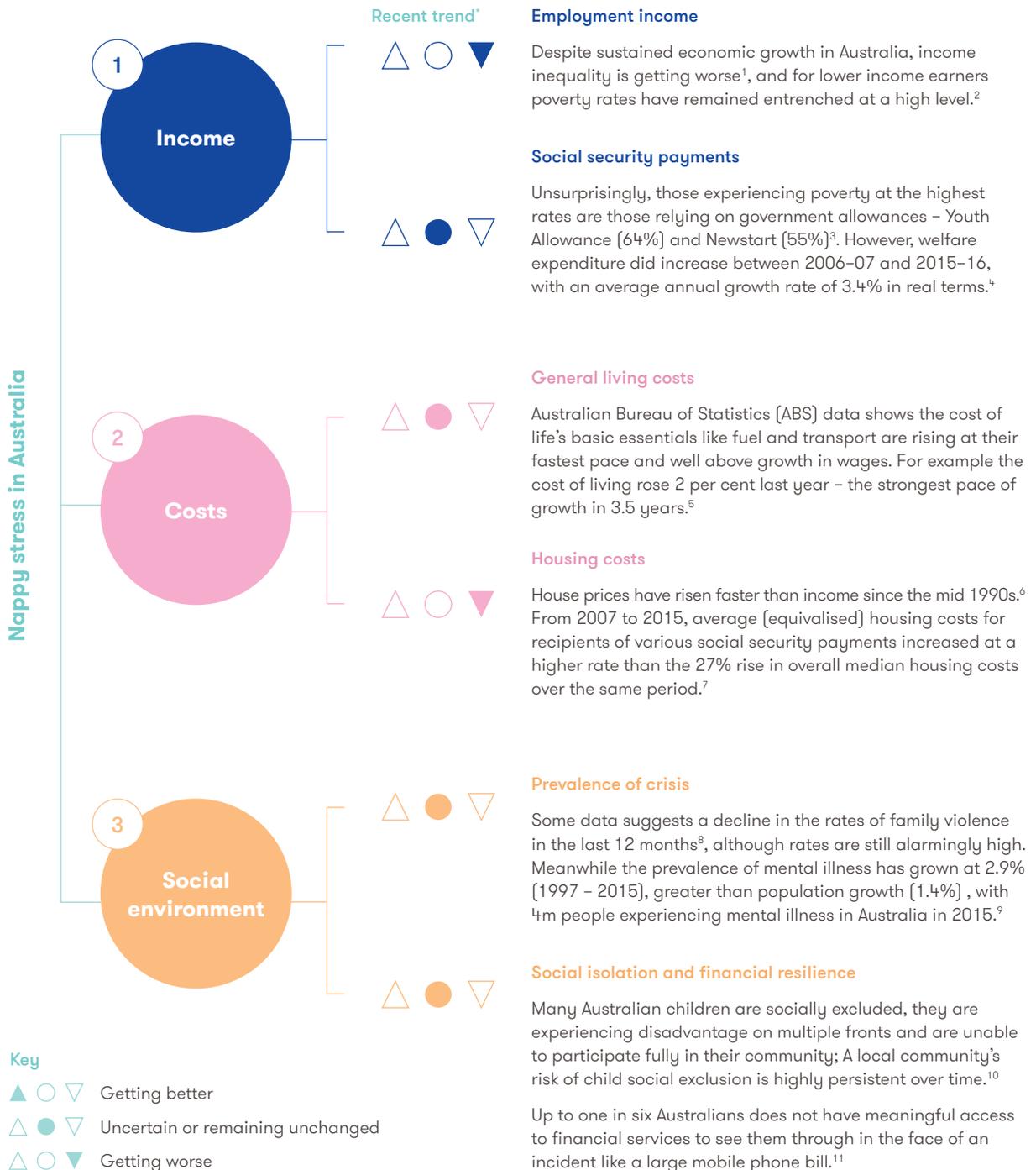
The Nappy Collective
charity partner



Single parents on a low income with multiple children are my client group which is most in need of nappies.

The Nappy Collective
charity partner

TRENDS OVER TIME



* Based on SVA assessment of source data. Broadly considers a 10-15 year period.
¹ Inequality in Australia Series (2018) Davidson, P., Saunders, P., et al. ACOSS/UNSW;
² Ibid Poverty in Australia (2018);
³ Ibid;
⁴ ABC News Fact Check, 'Is Newstart spending growth lower under the Coalition and are recipients moving off it faster?', viewed 6/12/18;
⁵ ABC, 'Rising cost of living leaving many people struggling to pay for basic essentials', viewed 6/12/18;

⁶ Grattan Institute, Housing Affordability Re-imagining the Australian dream, (2018) p16;
⁷ ACOSS, Poverty in Australia (2018), p 14;
⁸ AIHW, Family, domestic and sexual violence in Australia (2018), p 23;
⁹ Mental Health Commission, 'National Report on Mental Health and Suicide Prevention', (2017);
¹⁰ 'Child Social Exclusion, Poverty and Disadvantage in Australia' (2018) NATSEM;
¹¹ CSI and NAB, Financial Resilience in Australia 2015.

WHY IS IT CRITICAL TO ADDRESS THE PROBLEM OF NAPPY STRESS?

Health and wellbeing

- › Children stay in soiled nappies for longer as families do not have an adequate supply of nappies to change their children as often as they need to
- › Keeping children in soiled nappies longer is associated with nappy dermatitis and urinary tract infections¹
- › Because children experience nappy dermatitis and urinary tract infections, they may show signs of irritation, experience discomfort, cry more and be difficult to manage²
- › Having children in soiled nappies longer may result in parents feeling highly stressed and anxious, in turn putting children at greater risk of social, emotional and behavioural problems¹
- › A lack of adequate nappies is significantly associated with poor maternal mental health – an inadequate supply of nappies may increase “parenting stress and create a reduced sense of parenting competency”.³

Financial

- › Families cannot afford to pay for other essential items (eg food and bills)
- › Families cannot afford to buy nappies in bulk (which would be cheaper per unit).

Social

- › Children cannot attend some child care centres if they do not have their own adequate supply of nappies
- › If children cannot attend child care, they miss out on social and educational opportunities and parents may have to miss work²
- › Parents feel embarrassed and ashamed
- › Parents feel reluctant and fearful to ask for help as they are concerned that child protection may become involved.



My client was escaping from a family violence situation. She had a small bag and nothing else. She was overwhelmed and very stressed that she couldn't provide something as simple as a nappy for her baby.

The Nappy Collective charity partner

¹ Smith, Kruse et al, 'Diaper Need and Its Impact on Child Health' (2013), Pediatrics, Vol 132;

² Raver, C., Letourneau, N. et al 'Huggies Every Little Bottom Study: diaper need in the US and Canada' (2010) Commissioned by Huggies;

³ Kruse, Anna, 'Diaper Need and Maternal Mental Health: a Geographic Assessment in the City of New Haven' (2013). Public Health Theses. 1153. Stakeholder consultations October and November 2018

IMPACT ON DEMAND FOR GOVERNMENT SERVICES

When families experience nappy stress, government can face increased costs in down-stream service provision in critical areas such as health. In addition to this, government may face extra pressure in dealing with multi-faceted problems such as homelessness. While experiencing homelessness may spark nappy stress for a family; it may also make it more difficult for a family or individual to break the cycle of homelessness.

Potential impacts on health and wellbeing



Source: Stakeholder consultations October and November 2018

IMPACT ON SOCIAL PURPOSE ORGANISATIONS

Nappy stress also places significant pressure on social purpose organisations such as The Nappy Collective's charity partners, to whom it distributes nappies.

These charity partners consider nappies as material aid, in the same category as food and other essential items. By providing nappies to their clients they can help to ensure that families have enough money for food.

If a charity partner does not have an adequate supply of nappies from The Nappy Collective the following can result:

- > Clients go without an essential item
- > Organisations are limited in their ability to purchase nappies directly – government funding is often tied to specific programs or services and not discretionary expenses like nappies
- > Some frontline workers purchase nappies out of their own pocket
- > Organisations seek to secure nappies from, or make referrals to, other organisations.



We would really struggle to support our families without The Nappy Collective.

The Nappy Collective charity partner



WHAT IS THE SIZE OF THE PROBLEM?



THE PREVALENCE OF NAPPY STRESS AND COST OF THE NAPPY NEED



Total nappy need: an estimate of the total number of nappies required by a family to change their children.

Nappy stress: when families do not have enough nappies to change their children as often as they need to. They are likely to cut back on other essentials in order to afford enough nappies. Families experiencing nappy stress may be short on nappies, or have none at all.

¹ National Measured + Aldi Estimate + Chemist Warehouse. IRI, MAT 16/09/18;
² ABS 2016 Census; Davidson, P., Saunders, P., et al [2018] Poverty in Australia, 2018. ACOSS/UNSW Poverty and Inequality Partnership Report No. 2, Sydney: ACOSS. From the Survey of Income and Housing (SIH) conducted by the Australian Bureau of Statistics (ABS) conducted every two years. The key income variable used in this analysis is household disposable (i.e. after-tax) income;
³ Ibid;
⁴ Estimate utilising ABS data 2016;
⁵ Based on average of 4.23 nappies per day, Kimberly Clark Baby Care Usage Diary, Fifth Dimension, 2018;
⁶ Estimate utilising ABS data 2016;
⁷ as per ⁵ above.
* Total price range depends on whether an average unit price of 32c or 50c is used.

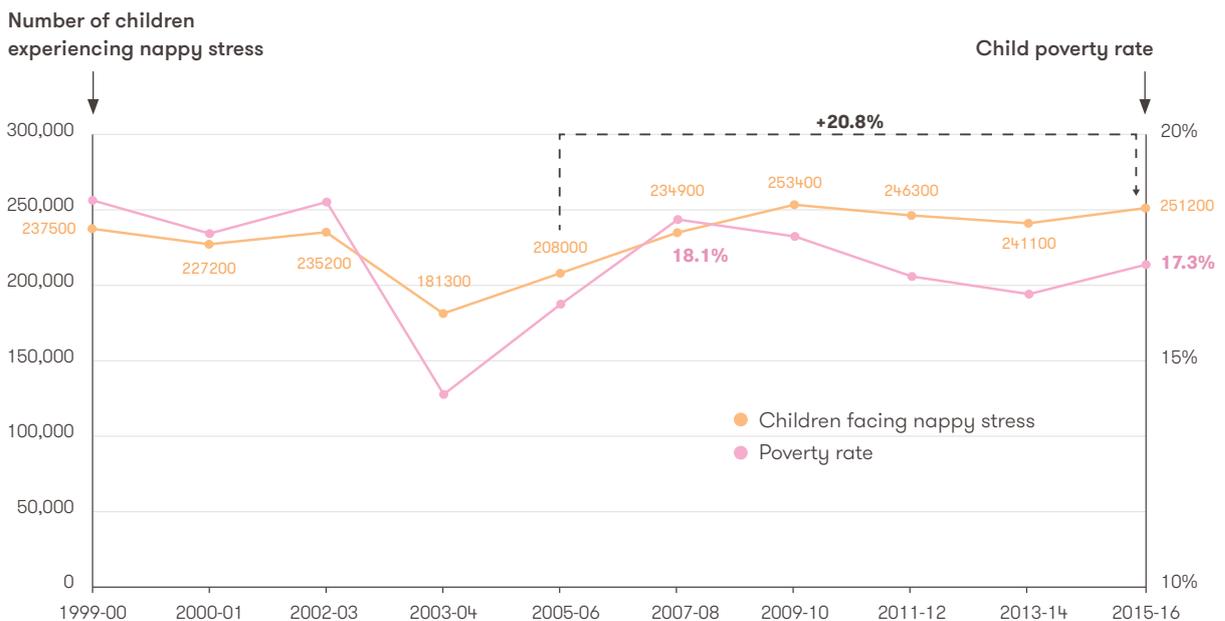
STATE BY STATE ANALYSIS OF NAPPY STRESS AND NAPPY NEED

Cohort	Australia	VIC	NSW	QLD	WA	SA	NT	TAS	ACT
No. of families (with children 0-4 years old) in poverty	140,000	35,000	44,000	27,000	14,000	9,000	1,000	3,000	2,000
No. of children (0-4 years old) in poverty	250,000	62,000	79,000	49,000	26,000	17,000	2,000	5,000	4,000
Total nappy need per year (for 0-4 years old in poverty)	380m units	95m units	120m units	75m units	40m units	27m units	3m units	8m units	6m units
Estimated cost of total nappy need*	\$191m	\$48m	\$61m	\$38m	\$20m	\$13m	\$1.8m	\$4.2m	\$3.2m

Note: Estimates for States and Territories do not always total estimates for Australia, due to rounding.
* Using 50c average price / unit

THE GROWTH AND PERSISTENCE OF NAPPY STRESS

Nappy stress appears to be a persistent challenge in Australia with child poverty rates hovering between 14.3% and 18.1%. In terms of the number of children living in families that experience nappy stress, this is estimated to have gone from around 208,000 in FY05/06 to around 250,000 in FY15/16[^], an increase of 20% over ten years. Based on our research into the key drivers of nappy stress, there is reason to believe that without significant new investments, changes to government policy (such as stronger social security support), child poverty rates will persist and nappy stress will grow in line with population growth.



Sources: ACOSS and UNSW Sydney, Poverty in Australia report (2018), poverty data here uses 50% poverty line (pre 2007 measure) that has more longitudinal data available. ABS, 2018, Australian Historical Population Statistics (cat. no. 3105.0.65.001), viewed 29/11/18.

[^] Noting the difference from the 240k figure above is due to small statistical differences in this time series data set (ie uses pre-2007 measures vs pos-2007 measures).

WHAT NAPPY STRESS MAY LOOK LIKE FOR A FAMILY



Nappy stress can be experienced by families in many different ways. Families experiencing nappy stress may be short on nappies, or have none at all. This may be an ongoing situation, or a one-off crisis. In many instances, families may have to cut back on other essentials to ensure they have enough nappies.

Nappy stress level	How many nappies do I have?	How does this feel for my family?	What circumstances am I in?
Extreme nappy stress	Do not have enough money to purchase most of the nappy need (ie. 2 or more nappies short per day per child).	Sally is a sole parent. She lives under the poverty line and cannot afford enough nappies. She often goes without other essential items like food for herself so that she can purchase nappies.	Sally is reliant on social security payments and has ~\$350 ¹ per week for all essential items after housing. If she purchases all of her nappy need this represents > 8% of her disposable income.
Moderate nappy stress	Only have enough money to afford approximately half of the nappy need (ie. 1-2 nappies short per day per child).	Jin is a sole parent. She lives on the poverty line. She is often short on nappies and has to stretch fewer nappies across the day (for example, changing nappies less often, using paper towel to extend the life of a nappy).	Jin is reliant on social security payments and has ~\$560 ² per week for all essential items after housing. If she purchases all of her nappy need this represents > 5% of her disposable income.
Mild nappy stress	Have enough money to purchase most of nappy need but not all (ie. 0-1 nappies short per day per child).	Geoff and Kareem live on the poverty line. They ordinarily purchase all of the nappy need but cannot afford it sometimes, for example when receiving a large unexpected bill (for example, a heating bill that is larger than usual).	Geoff and Kareem have ~\$740 ³ per week for all essential items after housing. Kareem works part time and the family is otherwise reliant on social security payments. If they purchase all of their nappy need, this represents ~4% of their disposable income.

Assumptions

- > Families have two children under 4 years old, both in nappies
- > The total nappy need per family per week is ~ 60 nappies
- > This usually costs ~\$30 per week.

¹ Davidson, P., Saunders, P., et al, Poverty in Australia (2018). ACOSS/UNSW Poverty and Inequality Partnership Report No. 2, Sydney: ACOSS. Poverty line for a sole parent with two children at 50% of median income after housing costs is \$565.26 per week. The average poverty gap (the difference between the relevant poverty line and the disposable income of the household living below it) is 38%;

² Ibid. Poverty line for a sole parent with two children at 50% of median income after housing costs is \$565.26 per week;

³ Ibid. Poverty line for a couple with two children at 50% of median income after housing costs is \$741.90.

DEMOGRAPHIC GROUPS MOST AT RISK OF NAPPY STRESS IN VICTORIA

Data on poverty in Australia highlights that specific demographic groups are more likely to experience nappy stress as they face an elevated risk of poverty compared to the overall rate of 13.2% in Australia¹.

Specific demographic groups more at-risk² include:

- › **People in households where the reference person* is unemployed** (67.8% of this group is living below the poverty line) or where the **main income is Government pensions and allowances** (34.5% of this group is living below the poverty line)
- › **People living in public or community housing** – 48.9% of this group is living below the poverty line
- › **Children in sole parent households** – 39.4% of this group are living below the poverty line.

In Victoria, **Indigenous and Torres Strait Islander people** are more at-risk than the general population as 25.4% of Indigenous and Torres Strait Islander people live below the poverty line³.

Qualitative research for this report also highlighted that the following cohorts are also more likely to experience nappy stress⁴:

- › People experiencing **family violence** who leave their homes, often quickly, with very few belongings
- › People experiencing **homelessness**, or who are at risk of homelessness (for example, couch surfing).

¹ Davidson, P., Saunders, P., et al, Poverty in Australia (2018). ACOSS/UNSW Poverty and Inequality Partnership Report No. 2, Sydney: ACOSS;

² Ibid;

³ Tanton, R., Peel, D. 'Poverty in Victoria' (2018) NATSEM, Institute for Governance and Policy Analysis (IGPA), University of Canberra, 2018. Report commissioned by VCOSS;

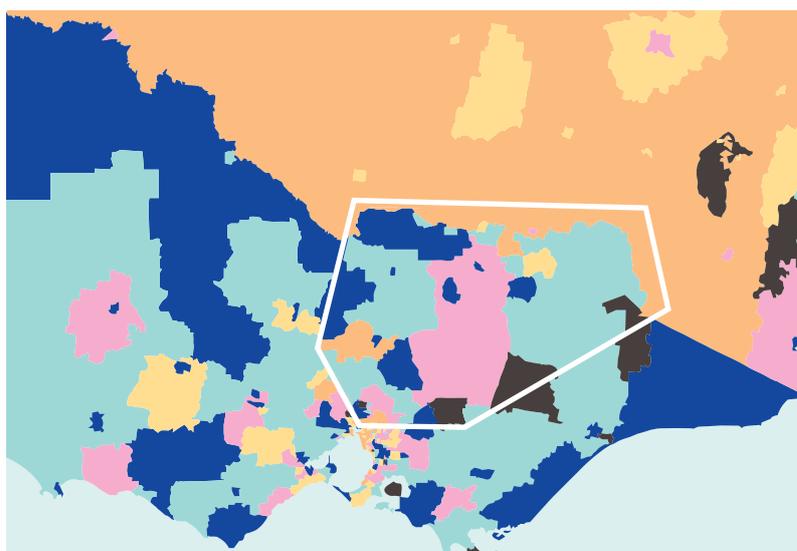
⁴ Stakeholder consultations October and November 2018.

* Reference person as determined by the ABS.

GEOGRAPHICAL AREAS MOST AT RISK OF NAPPY STRESS

Across all regions in Victoria, there are areas which fall into the highest quintile of child poverty rates in the state. The SA2s* with the highest child poverty rates in Victoria are clustered in the Northern part of Victoria: Robinvale, Campbellfield-Coolaroo, Meadow Heights and Broadmeadows.

Eastern Victoria – SA2s in the highest quintile of child poverty rates



● Q1 = 20% lowest rate (0 – <15.78%)

● Q2 (15.78% – <20.95%)

● Q3 (20.95% – < 25.905%)

● Q4 (25.905% – <32.4%)

● Q5 = 20% highest rate (32.4% – 73.161%)

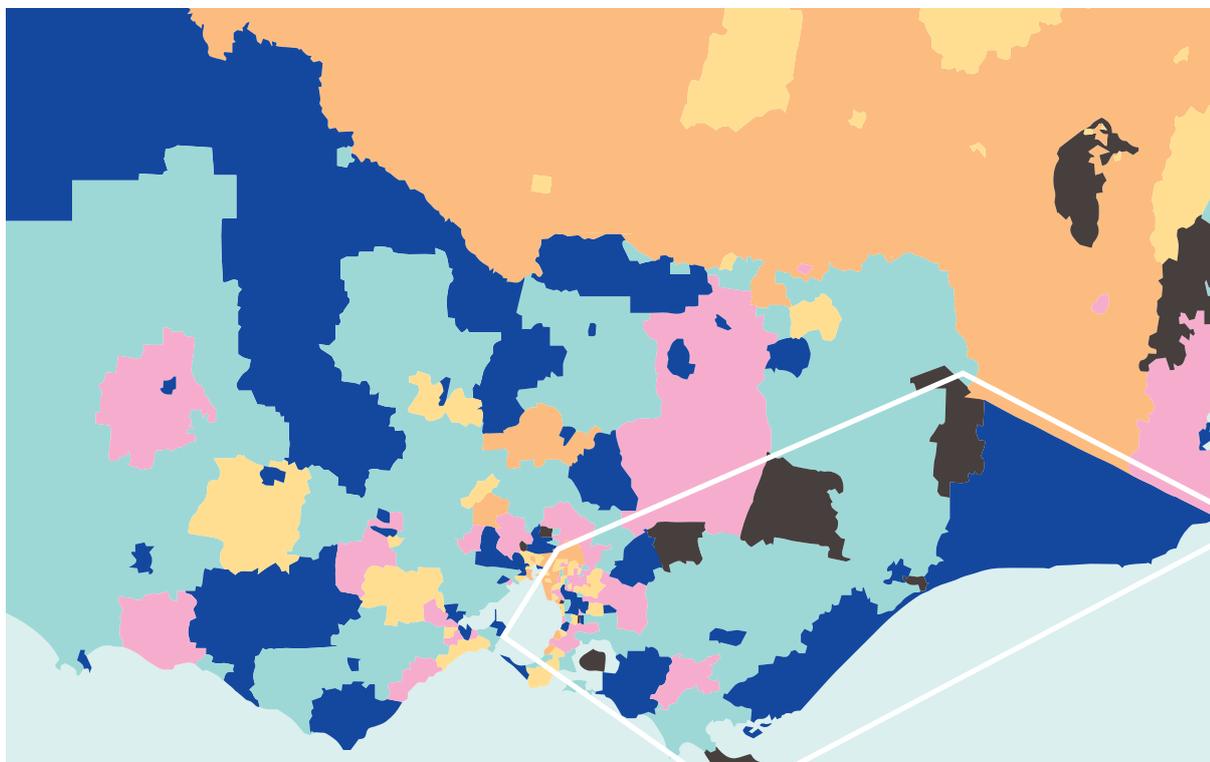
● Inadequate data

SA2	Child Poverty Rate (%)
Mooroopna	42.02
Yea	41.43
Clayton	40.2
Myrtleford	39.15
Seymour	38.54
Moira	38.23
Benalla	36.96
Numurkah	36.83
Yarra Valley	35.86
Burwood	34.23
Wangaratta	33.31

Source: Miranti, R., Brown, L, et al, 'Child Social Exclusion, Poverty and Disadvantage in Australia' (2018) NATSEM, Institute for Governance and Policy Analysis (IGPA), University of Canberra. Report commissioned by UnitingCare Australia.

* SA2 is Statistical Area Level 2 as determined by the ABS

Southern Victoria – SA2s in the highest quintile of child poverty rates

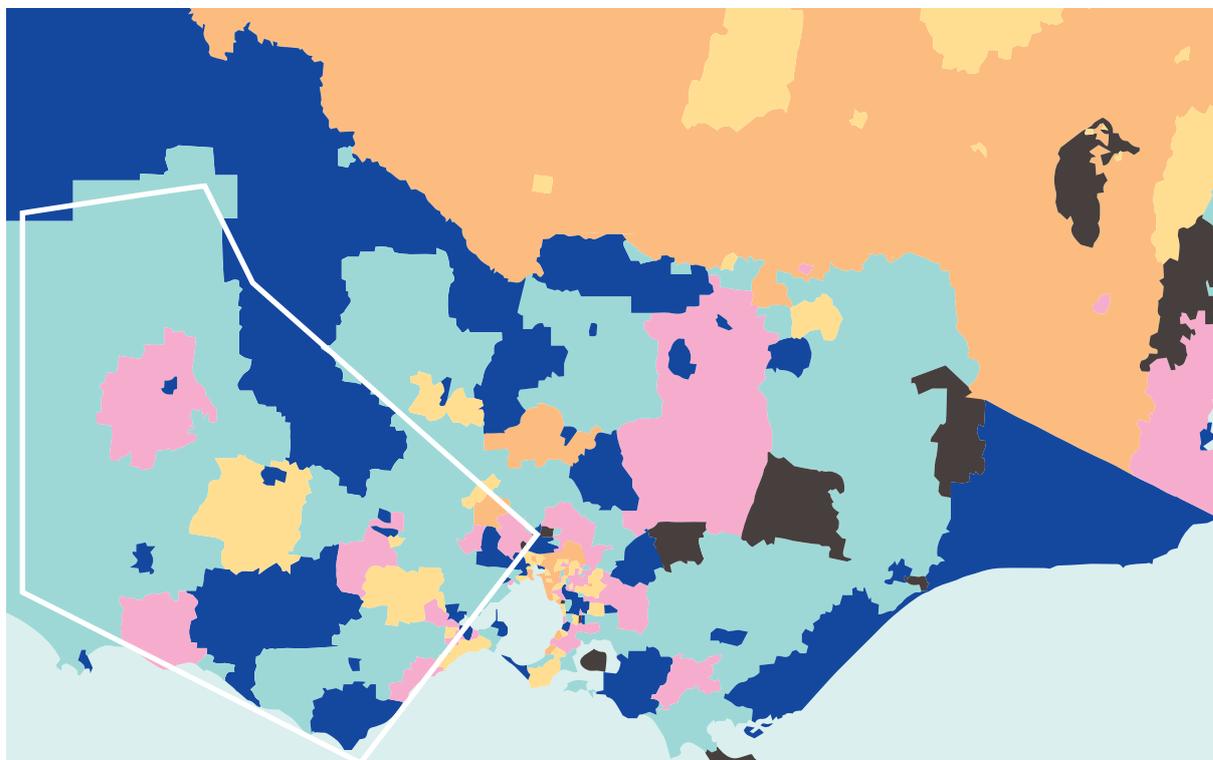


- Q1 = 20% lowest rate (0 - <15.78%)
- Q2 (15.78% - <20.95%)
- Q3 (20.95% - < 25.905%)
- Q4 (25.905% - <32.4%)
- Q5 = 20% highest rate (32.4% - 73.161%)
- Inadequate data

SA2	Child Poverty Rate (%)	SA2	Child Poverty Rate (%)	SA2	Child Poverty Rate (%)
Doveton	53.1	Frankston North	39.65	Springvale South	35.28
Dandenong	52.39	Bairnsdale	39.21	Endeavour Hills – South	34.76
Springvale	50.96	Cranbourne	38.47	Korumburra	34.6
Morwell	45.71	Noble Park North	37.87	Longford – Loch Sport	34.47
Hallam	45.38	Yarram	37.84	Narre Warren South (West)	33.87
Noble Park – West	44.58	Narre Warren – South West	36.72	Point Nepean	33.13
Hampton Park – Lynbrook	42.67	Lakes Entrance	36.68	Frankston	32.87
Dandenong North	41.07	Noble Park – East	36.49	Pakenham – North	32.73
Orbost	40.71	Wonthaggi – Inverloch	36.1	Sale	32.45
Moe – Newborough	39.76				

Source: Miranti, R., Brown, L. et al, 'Child Social Exclusion, Poverty and Disadvantage in Australia' (2018) NATSEM, Institute for Governance and Policy Analysis (IGPA), University of Canberra. Report commissioned by UnitingCare Australia.
* SA2 is Statistical Area Level 2 as determined by the ABS

Western Victoria – SA2s in the highest quintile of child poverty rates

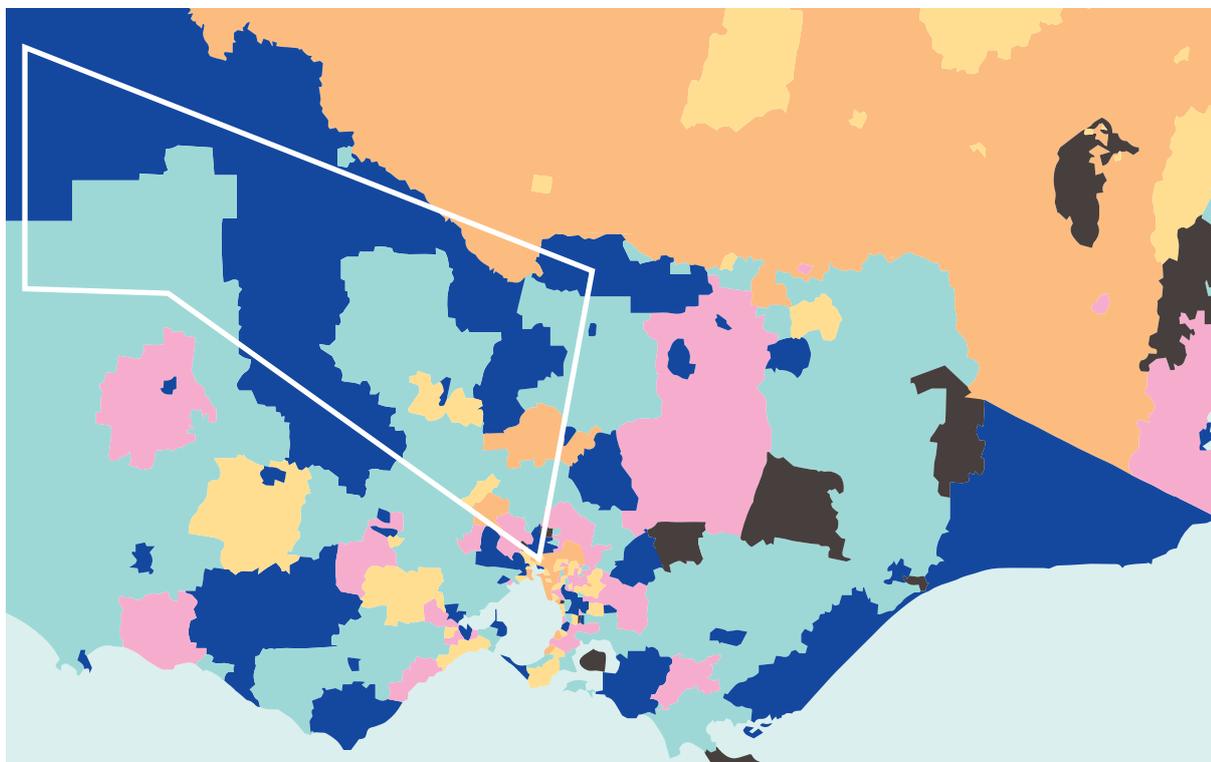


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- Q4 (25.905% – <32.4%)
- Q5 = 20% highest rate (32.4% – 73.161%)
- Inadequate data

SA2	Child Poverty Rate (%)	SA2	Child Poverty Rate (%)	SA2	Child Poverty Rate (%)
Corio – Norlane	55.78	Braybrook	39.27	Melton South	34.61
Carlton	53.62	Delahey	39.17	Sunshine	34.55
Rockbank – Mount Cottrell	53.51	Melton	39.15	Portland	34.52
St Albans – North	52.36	North Melbourne	38.5	Altona North	33.58
St Albans – South	49.31	Ballarat – South	38.2	Corangamite – North	33.44
Kings Park (Vic.)	48.5	Delacombe	38.04	Portarlington	33.43
Sunshine North	46.82	Hoppers Crossing – South	36.61	Hamilton (Vic.)	33.37
Ardeer – Albion	43.92	Cairnlea	36.52	St Arnaud	33.16
Avoca	42.52	Melton West	36.45	Horsham	32.99
Sunshine West	42.46	Deer Park – Derrimut	35.95	Moyne – East	32.88
Werribee – East	40.81	Colac	35.94	Hoppers Crossing – North	32.61
Newcomb – Moolap	39.76	Ararat	35.83	Otway	32.49
Wendouree – Miners Rest	39.67	Flemington	35.11		
Camperdown	39.61	Keilor Downs	34.92		

Source: Miranti, R., Brown, L, et al, 'Child Social Exclusion, Poverty and Disadvantage in Australia' (2018) NATSEM, Institute for Governance and Policy Analysis (IGPA), University of Canberra. Report commissioned by UnitingCare Australia.
* SA2 is Statistical Area Level 2 as determined by the ABS

Northern Victoria – SA2s in the highest quintile of child poverty rates



- Q1 = 20% lowest rate (0 - <15.78%)
- Q2 (15.78% - <20.95%)
- Q3 (20.95% - < 25.905%)
- Q4 (25.905% - <32.4%)
- Q5 = 20% highest rate (32.4% - 73.161%)
- Inadequate data

SA2	Child Poverty Rate (%)	SA2	Child Poverty Rate (%)	SA2	Child Poverty Rate (%)
Robinvale	73.16	Collingwood	41.15	Epping – West	34.47
Campbellfield – Coolaroo	66.82	Mildura – North	40.76	Swan Hill Region	34.27
Meadow Heights	65.41	Merbein	40.49	Red Cliffs	33.98
Broadmeadows	60.85	Craigieburn – South	40.13	Reservoir – East	33.67
Roxburgh Park – Somerton	52.22	Gannawarra	38.48	Mill Park – South	33.5
California Gully – Eaglehawk	47.7	Craigieburn – Central	38.4	Mildura – South	33.24
Thomastown	47.61	Bendigo	38.15	Kerang	33
Heathcote	45.9	Tullamarine	38.09	Echuca	32.89
Maryborough (Vic.)	44.33	Heidelberg West	38.08	Glenroy	32.88
Lockington – Gunbower	43.5	Rochester	36.64	Hadfield	32.76
Lalor	42.97	Buloke	35.59	Mildura Region	32.74
Fawkner	41.51	Rushworth	35.58	Craigieburn – North	32.58
Fitzroy	41.31	Maryborough Region	35.35	Epping – East	32.57
		Kangaroo Flat – Golden Square	34.65		

Source: Miranti, R., Brown, L. et al, 'Child Social Exclusion, Poverty and Disadvantage in Australia' (2018) NATSEM, Institute for Governance and Policy Analysis (IGPA), University of Canberra. Report commissioned by UnitingCare Australia.
* SA2 is Statistical Area Level 2 as determined by the ABS

WHAT ARE THE SOLUTIONS AND WHAT IS THE ROLE OF THE NAPPY COLLECTIVE?

AUSTRALIA'S MATERIAL AID ECOSYSTEM

In order to better understand how the community plays a part in reducing nappy stress, it is important to consider the broader ecosystem that provides families experiencing disadvantage with support. The material aid ecosystem in Australia includes government, funders and supporters, community based support and service providers, family, friends and carers. Despite the work that these players do in supporting families, it is not enough to alleviate nappy stress. The Nappy Collective, being Australia's only organisation that focuses solely on providing nappies to families experiencing disadvantage, is one specific but important part of this ecosystem.



Material aid: can be defined as support and assistance for practical, essential items such as food, clothing or money.

THE NAPPY COLLECTIVE'S CRITICAL ROLE IN ALLEVIATING NAPPY STRESS

The Nappy Collective (TNC) collects donations of leftover, unused nappies and diverts these nappies, through charity partners, to families experiencing disadvantage.

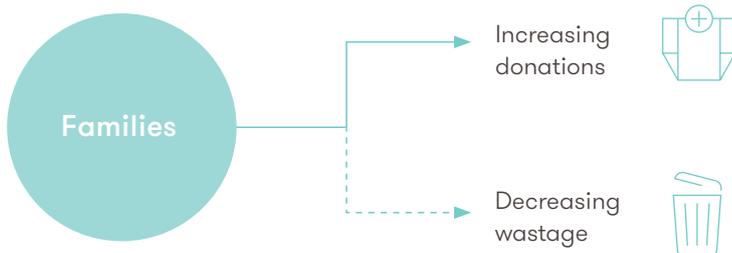
Cumulative total of number of nappies donated to TNC



Many of the 2.6 million nappies that have been donated would have been thrown out without The Nappy Collective. The Nappy Collective also believes that a significant proportion of the 1.5b nappies purchased every year are also unused and thrown out.

Why are there leftover nappies?

- > Babies or toddlers outgrow a nappy size before the packet is finished
- > There are leftover nappies after toilet training
- > There is an unsuccessful trial of a different nappy brand
- > Parents discover outgrown, unused nappies in an obscure place, such as an old bag, in the car or a spare room, etc
- > Parents receive lots of nappy gifts from friends and family.



Note: "Individual" donations includes nappies that have been able to be purchased with financial donations from individuals. Sources: The Nappy Collective data; May 2018 donor survey; Stakeholder consultations October and November 2018



I donate nappies to The Nappy Collective because of the beautiful simplicity of what they do.

Donor to The Nappy Collective



Over 2.6 million nappies have been donated through The Nappy Collective since 2013, which equates to an estimate of \$1.3m of much needed material aid.



Donations of leftover, unused nappies from individuals has grown from 1.5k nappies in the first collective in 2013 to ~190k in the October 2018 collective.



The Nappy Collective has also been able to secure ad hoc corporate donations of nappies



100% of donors were excited to be part of the May 2018 collective.



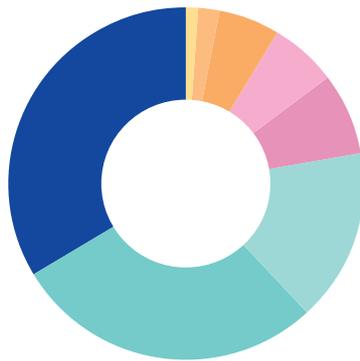
The Nappy Collective has ~500 registered volunteers.

THE NAPPY COLLECTIVE'S CHARITY PARTNERS

The Nappy Collective distributes nappies to over 230 charity partners which work directly with families experiencing disadvantage. The charity partners vary in size, and over 60% of charity partners are located in Victoria and NSW.

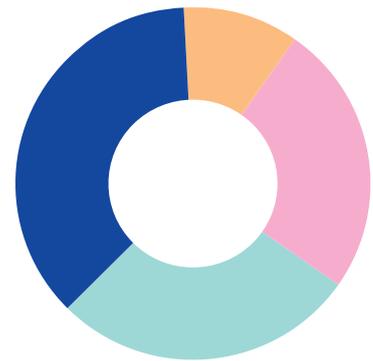
Number of charity partners, by State

- VIC 33%
- NSW 28%
- QLD 16%
- WA 7%
- SA 6%
- TAS 6%
- NT 2%
- ACT 1%



Size of The Nappy Collective's charity partners¹

- Large 36.8%
- Unknown 27.6%
- Small 25.0%
- Medium 10.5%



Being able to provide young families with nappies in times of need allows families to focus their finances on other areas such as food, bills, and medication

The Nappy Collective charity partner

¹ Organisation size as per ACNC registration: "Small" organisation has annual revenue < \$250k; "Medium" organisation has annual revenue > \$250k and < \$1m; "Large" organisation has annual revenue > \$1m
Sources: The Nappy Collective data; Australian Charities and Not-for-profits Commission

The Nappy Collective's provision of nappies has become integral to the support we are able to provide women with babies escaping domestic violence. It is one support need that can be addressed efficiently and with dignity

The Nappy Collective charity partner



STORIES OF IMPACT



As my client was moving interstate, she found out that she was pregnant as a result of an assault. Coupled with that trauma, she had a history of mental health issues.

When we completed our assessment, we identified that this mother needed everything that was essential for a new baby.

We provided her with enough nappies from The Nappy Collective for her son until he was toilet trained. She was so grateful for everything – sometimes crying when we would drop off another

bundle of nappies. Through these donations she learnt how to budget. She would tell me how she could now buy dinner with her spare money.

Through our assistance, our client received counselling and mental health support and her son was referred to the enhanced maternal health nurse, play group and a pediatrician. We were also able to link the family into housing and they are now living in a house with a back garden.

The Nappy Collective charity partner

My client is a wonderful single mother residing in a two bedroom unit in state housing. The mother is trying her best to meet her family's needs in an environment that is impacted by historic family violence and financial hardship due to the financial control displayed by the children's father. The mother, aged 25, has the sole care of her unborn baby, 9 month old baby and her 3 year old child.

The mother informed workers that she was feeling helpless and hesitant to ask for help as she did not want to be seen as an unfit mother. On one occasion the mother told workers 'all the love in the world can't assure a happy life'.

Thankfully, workers were able to assist the family with their basic needs such as food vouchers provided by St Vincent's, nappies by The Nappy Collective, clothing and toys by St Kilda Mums, financial support by Centrelink and therapeutic support by workers.

Helping the family by providing basic needs helped remove the immediate stressors for the mother and enabled workers to assist the family through their experienced trauma by providing counselling. It allowed time for ground work to be done to enable a positive future without family violence and financial hardship.

The Nappy Collective charity partner

MORE STORIES OF IMPACT

My client was a 22 year old single Mum with a 12 week old baby. She has recently had a period of homelessness where she was staying at friends' houses and storing belongings in her car. She has just moved into a property supported by our organisation and due to moving costs among other things she was struggling to have enough nappies on hand.

My client was feeling completely overwhelmed and unsure of what to do or tackle next. She has no local support apart from our service. Once bills, rent, food and baby formula are deducted from her Centrelink payments, she has little money left to purchase nappies.

I was able to supply my client with enough nappies from The Nappy Collective to get her through the next fortnight so she didn't have to worry about finding the money for them.

I am also helping her with referrals to health services and for baby clothing and equipment.

My client spoke about the great help the nappies were and how much freer this made her feel.

The Nappy Collective charity partner

OUTCOMES FOR FAMILIES ASSISTED BY THE NAPPY COLLECTIVE'S SERVICES

The outcomes for families and children of receiving nappies are very positive and not just related to physical wellbeing.

Qualitative research for this report demonstrated that children are changed more often and are more settled. Parents feel grateful, relieved and more calm.

Linking to the drivers of nappy stress, qualitative research also highlighted an impact on:

- > **General living costs**, with parents able to afford to pay for other essential items, such as food and bills
- > **Social environment**, with parents feeling emotionally supported. It also showed that parents who have overcome their hardship often give back to the community.

Source: Stakeholder consultations
October and November 2018



Many clients have told me that they don't know what they would have done that week without the nappies

The Nappy Collective charity partner



EXAMPLES OF SIMILAR INTERNATIONAL ORGANISATIONS WHICH ARE OPERATING AT SIGNIFICANT SCALE



Organisations in the United States have also identified the specific problem of nappy stress (referred to as ‘diaper need’) and have developed models to provide nappies to families experiencing disadvantage.

The US experience suggests that a strong commitment from corporates (nappy manufacturers and retailers) as well as engagement from Government is important to scaling the solution.

US National Diaper Bank Network (NDBN)

NDBN Model

- › National not-for-profit working to meet the **basic needs** of all children and families living in the United States
- › Network of community-based diaper banks which distribute diapers to partner agencies
- › Raises awareness of ‘diaper need’, strengthens community-based diaper banks, and generates donations of dollars and diapers so that “babies remain clean, dry and healthy”
- › Developed in partnership with the **Basic Needs-Informed Curriculum** – a training program to expand the mindset of professionals to consider addressing gaps in basic needs as they support families and children in poverty.

NDBN 2017 Facts¹

- › **64.9m** diapers distributed annually
- › Worked with **205** diaper banks and **3,708** partner agencies
- › Serving **225,037** children monthly
- › Diaper banks located in **47** States and Washington, DC
- › Support from Huggies as founding sponsor, including donations of > 20m diapers per year.

Selected other initiatives and models

- › **US: JetCares** is a program where non-profits can access diapers and other essentials with exclusive discounts – an initiative announced by the White House in 2016²
- › **Canada: The Diaper Bank of Toronto** collects donated diapers and cash donations for purchase of diapers that are distributed to low-income households through existing service providers³
- › **Canada: One Diaper Canada** provides cloth diaper kits to families in need.⁴

¹ nationaldiaperbanknetwork.org, viewed 29/11/18;

² jet.com, viewed 29/11/18;

³ thediaperbank.ca, viewed 29/11/18; ⁴ onediaper.org, viewed 29/11/18.

CONCLUSION

Nappy stress is a significant issue in Victoria, with an estimated 62,000 children experiencing nappy stress. This report has identified that nappy stress has an impact on families and children as well as government resources and broader society.

This report highlights that nappy stress is driven by three main factors: a lack of income (income poverty), high cost of living, and broader social disadvantage. Over time, these factors appear to be remaining the same or getting worse. This means that low income earners in Australia face persistent disadvantage and many are experiencing a range of financial and material hardships including nappy stress.

The Nappy Collective has been able to provide relief to many families experiencing disadvantage by collecting and distributing over 2.6 million nappies since 2013. And while other organisations are also supporting families with different types of material aid and assistance, this is not enough to meet the need.

It is hoped that this report will raise awareness of the nature and extent of nappy stress in Victoria to provide more assistance to families experiencing disadvantage, especially those demographic groups most at risk of experiencing nappy stress.

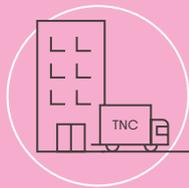


HOW CAN WE GET INVOLVED WITH THE NAPPY COLLECTIVE?



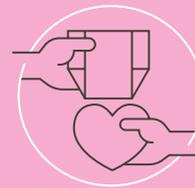
Individuals

- › Donate your leftover nappies during a collective
- › Donate funds to support our work in diverting nappies to families who need them most
- › Volunteer your time and skills.



Businesses

- › Become a drop point and help us benefit more families
- › Offer in-kind support to help us further our impact in your local community.



Partnerships

- › Partner with us to boost our ability to collect leftover, unused disposable nappies across Australia and divert them to families in crisis.

FREQUENTLY ASKED QUESTIONS

Wouldn't cloth nappies be a more sustainable option?

The Nappy Collective's nappies are distributed to families experiencing disadvantage who are often in crisis situations and do not have private laundering facilities. Plus, the nappies donated by The Nappy Collective's wonderful donors may otherwise be thrown out.

Is this just a 'band-aid' response to a bigger problem?

The Nappy Collective's mission is clear – to collect leftover, unused nappies and divert them to organisations that work directly with families in crisis. In this way, The Nappy Collective supports these organisations to focus on their core program delivery. This is one targeted method of reducing the impact of disadvantage. The model complements broader services and solutions.

Why doesn't The Nappy Collective distribute other baby-related items like wipes and clothes?

The Nappy Collective focuses on collecting leftover, unused nappies and redistributing them to organisations which support families experiencing disadvantage. It identified that nappies were a specific need for families experiencing disadvantage which was not being met, and has chosen to focus its resources and efforts on doing its part in meeting this need.

How does the drop-off and distribution process work?

Individuals donate their leftover, unused nappies at drop points around the country during two collectives throughout the year. Drop points may be at shops, health services, childcare centres, libraries or any other organisation or business where parents are likely to go. All the donated nappies from The Nappy Collective's drop points are collected and sorted at key distribution points by The Nappy Collective's volunteers. Charity partners collect nappies from the distribution points and distribute to their clients.

