

**THE  
NAPPY  
COLLECTIVE**

## 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.



## WHAT IS THE SIZE OF THE PROBLEM?



The prevalence of nappy stress and cost of the nappy need

**3.05m million people in Australia are estimated to live below the poverty line**

- > More than 23m people live in Australia
- > They spend around \$490m on 1.5b nappies per year<sup>1</sup>
- > 3.05m Australians live below the poverty line (13.2% of the total population)<sup>2</sup>
- > 739,000 (17.3%) children (under 15 years of age) live below the poverty line.<sup>3</sup>

**Of these nearly 250k are aged 0-4 years**

- > In Australia, around 250,000 children in 140,000 families experience nappy stress<sup>4</sup>
- > They require an estimated 383m nappies per year<sup>5</sup>
- > Which equates to an estimate of between \$122-191m of nappies per year\* as the total nappy need for these families.

# 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.

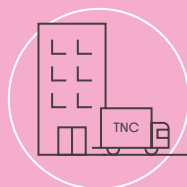
Nappy stress level	How many nappies do I have?	How does this feel for my family?	What circumstances am I in?
<b>Extreme nappy stress</b>	Do not have enough money to purchase most of the nappy need (ie. 2 or more nappies short per day per child).	Sally is a sole parent. She lives under the poverty line 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 <sup>1</sup> per week for all essential items after housing. If she purchases all of her nappy need this represents > 8% of her disposable income.
<b>Moderate nappy stress</b>	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 <sup>2</sup> per week for all essential items after housing. If she purchases all of her nappy need this represents > 5% of her disposable income.
<b>Mild nappy stress</b>	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 <sup>3</sup> 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.

# HOW CAN WE GET INVOLVED WITH THE NAPPY COLLECTIVE?



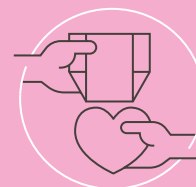
## Individuals

- > 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.