

# Women's Butterfly Project

## Project Aim

This project designed by QUT and Griffith University aims to empower mature women (aged 55+) to maintain secure housing when experiencing a change of circumstance, by equipping non-traditional early responders (a professional source of support who is not directly associated with homeless services) for support and conversations with mature women.

## What did we do?

This project is about supporting mature women's wellbeing and to maintain secure housing, using a prevention-focused, strengths-based approach. While excellent resources are already available, most focus on women in the secondary or tertiary points of intervention (at the 'tipping point' or already in crisis, respectively). We aim to support women at the primary stage.

We worked with women and early responders to develop four 'butterfly' personas representing women at different stages of primary prevention. We then created a high-tech/touch portal and toolkit to enable early responders to have conversations with women and assist them in accessing relevant resources for their personas and situations. We worked with Suncorp to AB test different in-app messages, and with Moreton Bay Regional Council Libraries on conversations and touch-points with women.

Primary	Secondary	Tertiary
Before the harm occurs	Harm is imminent, short term focus	After the harm has occurred, crisis

Likelihood of housing stress



Amber

Helena

Anthea

Delia

## Why is this important?

Mature women are a fast-growing and poorly understood group for homelessness risk, particularly because they are less visible as a homeless population. Recent research from Housing for the Aged Action Group (HAAG) indicates that over 240,000 women aged 55+ are at risk of homelessness (Faulkner & Lester, 2020). The importance and urgency of supporting groups experiencing vulnerability – such as mature women – is recognised by the Queensland Housing Strategy 2017-2027, Queensland Housing and Homelessness Action Plan 2021-2025 and the Queensland Women's Strategy.

Mature women tend to have lower savings for later life, be more likely to not have paid employment and are more likely to have experienced domestic and family violence than men the same age (Mission Australia, 2017). Indeed, the current superannuation and gender pay gap stands at 47% (The Senate Economics References Committee, 2016), creating a potential 'ticking time bomb' for some women who may be relying on tenuous employment or a spouse. With many of these women having been caregivers throughout their lives, they can be unfamiliar with the notion of asking for care for themselves. Indeed, women in the primary prevention phase may not be aware of the risks to look out for.

## What did we find out?

- ✓ 1180 users accessed the portal
- ✓ Strong click-through from in-app resilience-based messages
- ✓ 58.3% completed the quiz
- ✓ Portal attracted the Delia persona (most in need of support) with 4.68 views per user
- ✓ Users said website was respectful, personalised, easy to use and supportive
- ✓ WBP started many in-person conversations about support

## Project Highlights

The Women's Butterfly Project Portal is live and provides a functional proof of concept. Check it out here: <https://www.womensbutterflyproject.org/>

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