



THANK YOU for being part of GoodNight Tasmania

We are here to help - this media pack contains:

Social Media

- Hashtags
- Links / Mentions
- Suggested post ideas

Images / logos / social tiles / QR code

Talking Points

- Homeless Backpack Bed
- GoodNight Tasmania
- Australia / Tasmania Homeless Facts
- About Backpack Bed for Homeless

Need free help or have any questions?

Lisa Clark

hello@Backpack Bed.org

(07) 3286 9834

Social Media - spread the word

Hashtags

#bb4homeless

#Homeless

#GoodNightTasmania

#GoodNightAustralia

Plus add your Organisations hashtags

Please mention and use the links below to *Backpack Bed for Homeless* in any GoodNight Tasmania posts, photos, videos or stories:

	Social links	Tag us in your social media
	facebook.com/BackpackBedForHomelessAustralia	@BackpackBedForHomelessAustralia
	www.instagram.com/bb4homeless	@bb4homeless
	www.twitter.com/BB4Homeless	@BB4Homeless
	www.youtube.com/@BB4Homeless	@BB4Homeless
	https://www.tiktok.com/@bb4homeless	@bb4homeless
	www.linkedin.com/company/backpack-bed	

Facebook & Instagram Collaborator Posts

To combine the reach of our meta audiences - let's collaborate using meta's creator collaborator features.

Images / Logos

Dropbox download

[Click here to download files](#)

Social Tiles



Backpack Bed Images



Logos



QR code



Social Media - post ideas

Ideas for posts:



Facebook Instagram LinkedIn	Sample post 1: [Agency name] needs Backpack Beds now. Donate to help unsheltered Tasmanians https://GoodNightTasmania.org so they get a 3kg / 135L Backpack that rolls out into a 3-window shelter with a built-in mattress and more. [Facebook: @BackpackBedForHomelessAustralia / Instagram: @bb4homeless] #GoodNightTasmania #bb4homeless #Homeless [#Add your Agency hashtags]
	Sample post 2: Homeless shelters are full - if you were unsheltered you would be desperate for an emergency Backpack Bed shelter. A 3kg / 135L Backpack that rolls out into a 3-window shelter with a built-in mattress. Donate to GoodNightTasmania.org [Facebook: @BackpackBedForHomelessAustralia / Instagram: @bb4homeless] #GoodNightTasmania #bb4homeless #Homeless [#Add your Agency hashtags]
	Sample post 3: [Agency name] is a part of GoodNight Tasmania https://GoodNightTasmania.org Homeless services across Tasmania join forces to give study proven emergency Backpack Beds to unsheltered homeless people. [Facebook: @BackpackBedForHomelessAustralia / Instagram: @bb4homeless] #GoodNightTasmania #bb4homeless #Homeless [#Add your Agency hashtags]
X (twitter)	Sample post 4: Unsheltered Tasmanians will sleep on our streets tonight. [Agency name] needs you to donate to GoodNight Tasmania so we can give these desperate locals Backpack Beds https://GoodNightTasmania.org @BB4Homeless #GoodNightTasmania #bb4homeless #Homeless [#Add your Agency hashtags]

Please don't forget to tag / mention Backpack Bed for Homeless in your post.

GoodNight Tasmania is a community wide call to action to help save local unsheltered homeless with life-saving and study proven Backpack Beds this winter.

Backpack Bed - 3kg / 135L - SIX functions in ONE



Portable emergency Backpack Beds for unsheltered homeless people.



Ergonomic Backpack

- 135 Litres
- Lightweight
- Adjustable straps, chest and hip belt.
- 4 pockets
- Carry 20kg belongings
- Discrete for dignity



All-weather shelter

- 4 seasons
- Waterproof fabric
- Tape sealed seams
- Fire retardant fabric
- 3 insect mesh windows (head + foot + chest)
- Setup / pack-up in seconds



Insulated Mattress

- 190 x 55cm
- Insulated
- Fire retardant

Hypothermia blanket

- Winter protection.



Open shelter

- Shelter from wind or sun during the day.



Insect mesh

- Summer protection.
- Bites lead to skin infections.



About GoodNight Tasmania

Saving Tasmanian lives with dignity on our streets

- GoodNight Tasmania™ is a community wide program to help local unsheltered homeless sleeping on our streets this winter.
- Homeless agencies across Tasmania with national charity Backpack Bed for Homeless, the Harcourts Foundation and the community - all come together to help unsheltered homeless receive study proven emergency Backpack Beds.
- Moral obligation to all unsheltered homeless without shelter - together we all answer the question of what to do tonight.

Major Supporter - Harcourts Foundation

The Harcourts Foundation has donated the first 150 Backpack Beds to the GoodNight Tasmania campaign and will also host 3 media events on August 27th:

- 10.00am Launceston Harcourts: 112 -114 George street Launceston
- 10.00am Burnie Harcourts: 44-46 Bass Highway Cooe
- 2.30pm Harcourts Signature Northern Suburbs: 339 Main Road Glenorchy

Homeless Statistics

- 122,494 Australians are homeless today (ABS 2021).
- **This year over 45,800 Aussies will sleep on the street (ABS 2021).**
- 2,346 people are homeless in Tasmania tonight. **231 of them are unsheltered** (ABS 2021).
- In 2023-24 over 158,000 Australians needed accommodation but it was not provided (AIHW 2024).
- The life expectancy of an unsheltered Australian homeless man is 46 yrs (AIHW 2024).



Backpack Bed for Homeless

We 100% support housing. But there is not enough + rental crisis.

Saving lives with dignity on our streets

Est. 2007, Backpack Bed for Homeless is a national Australian homeless charity.

Testament to need and success we partner with over 1,100 homeless agencies across Australia alone to distribute our internationally acclaimed [Backpack Beds](#) and [Fire Retardant Polar Fleece Sleeping Bags](#) – via our homeless service partners such as homeless shelters, street doctors, outreach programs, courts, hospital emergency rooms and other homeless services.

An independent study has shown Backpack Beds improve dignity, health, comfort and warmth for homeless people.

Every Backpack Bed provides \$3,319 in community savings in the areas of health, justice and employment ([180 Degrees Consulting 2018](#)).

ABOUT BACKPACK BED FOR HOMELESS [**BackpackBed.org**](http://BackpackBed.org)

- Due to demand, Backpack Beds are used in Australia, USA, New Zealand, UK, Germany, Canada, Sth. Africa and Spain.
- The original Backpack Bed has been awarded 7 international product design awards and acquired by 4 international design museums (Sydney, Germany, France, Italy).
- Awarded the Australian Human Rights Award for Best Community Organisation.
- Tony Clark and his wife Lisa Clark designed the life saving Backpack Bed.



BackpackBed.org