We need to communicate aid better
Potential winner of 3MAP 2018

Three Aid Messages

Therese Faulkner
Australia's Aid Program

Human development

Bilateral donors

Infrastructure

Health services

Leveraging private sector finance

Rights-based approach

Building civil society
The purpose of the aid program is to

- promote Australia's national interests by contributing to sustainable economic growth and poverty reduction through focusing on two outcomes:

- supporting private sector development; and
- strengthening human development.
Wot’s all that about Shazza?

Oy dunno Dazza. Sounds loik a bunch of stupid Canbra people sayin’ stupid things!
Three Aid Messages
Message #1 -

Overseas aid is less than 1% of Australian Government spending
A long-standing United Nations target is that developed countries should devote 0.7% of their gross national income (GNI) to ODA.
Australians think we invest 16% of the Federal Budget on overseas aid, and think it should be 12%

In reality, Australia spends $4 billion dollars on overseas aid – that’s 0.22% of our GNI, or 22 cents in every $100
Wot’s jee en oy Shazza?

Oy dunno Dazza. But let’s scrap this overseas aid bull**** and spend more on us Ostrayans!
Why is it we constantly hear the Australian Government wants to cut Australia’s aged pension scheme, yet foreign aid, politicians entitlements and economic refugees have an open cheque book?
I stand by my network’s policy to halve Australia’s Foreign Aid budget over the next 10 years and pull our pensioners out of poverty.
Percentage of Government spending

Percentage of GNI
Spending $464 billion 2017-18
Overseas aid $3.9 billion
Social Security, health, education, and welfare - $58

Total budget
Total budget

Overseas aid - 84 cents
Message #2 -

Aid is not cash - it's doing useful stuff, with Australian expertise.
Training midwives

Educating kids
Teaching adults

Improving health services
Building roads

Improving farming practices
Message #3 -

Aid helps people overseas and helps Australians too
The purpose of the aid program is to promote Australia's national interests by contributing to sustainable economic growth and poverty reduction. We will pursue this purpose by focusing on two development outcomes: supporting private sector development and strengthening human development.

We do good things for poor people overseas

It helps them - and it helps us too
More kids in schools
Healthier people
People with skills
More food
More people in jobs
Better standard of living
Less corruption
Less disease
More access to services
Jobs for Australians
Reduced threat of disease
A more secure world
Friendly neighbours
Shows off Australian expertise
Fewer asylum seekers
Reduced terrorism threats
More export opportunities
More people who think Australia is cool!
Three Aid Messages

1. Overseas aid is less than 1% of Australian Government spending

2. Aid is not cash – it’s doing useful stuff, with Australian expertise

3. Aid helps people overseas and helps Australians too
Yeah nah - that koinda makes sense ay?!