



DQUBE solutions



Client Profile

Friends for Good's FriendLine service

Client profile

Friends for Good



Friends for Good is a volunteer driven not-for-profit organisation aiming to provide services that have a wide reaching impact in freeing people from the causes and effects of loneliness in communities. Operating from Melbourne's CBD, FriendLine is a service available for anyone who needs to reconnect, feels lonely or just wants a chat.

FriendLine aims to both alleviate social isolation and loneliness by providing the opportunity for community members to connect with others, as well as to provide information and referrals to a range of social activities and community organisations.

FriendLine was set up in response to the growing need to help those affected by loneliness, which is now linked to poorer health outcomes. As the service continues to address a gap in the Australian experience of loneliness, it has been supported by the Victorian state government, promoted by the Municipal Association of Victoria and featured on mainstream media.



185,000

Older people in Victoria are likely to be experiencing loneliness by 2031



25%

Australians report feeling lonely at least one day a week

What we do

DQUBE Solutions is a proud partner of Friends for Good and the FriendLine service by working with staff and volunteers to capture caller statistics and research data related to loneliness.

Such research helps the organisation make evidence-based decisions and determine how loneliness relates to key social and demographic criteria.

From the client

Patricia Lauria, CEO

“It is critical to the future sustainability of the service that we capture accurate and meaningful caller data.

This is not as easy as it sounds given that we become very busy and also that many of the callers to FriendLine have complex mental and physical health issues, so we need a system that is tailored and simple to use.

The solution is used by a range of people and all of us find it very easy to navigate. We are collecting the data to build a profile of our client base for future understanding and analysis. This will be essential for us to use when seeking resources to continue this work and to inform governments and policy makers about the extent and impact of loneliness in our community.”



At DQUBE Solutions, we believe the right data, in the right hands, is a beautiful, purposeful thing.

It sings with clarity, illuminates the hidden and empowers people to make a difference. It is this kind of data we pride ourselves on delivering.

The best part about working in partnership with DQUBE in developing data collection was that they had the end purpose in sight and challenged us in a very positive way to think about why we are collecting information and how it can be used in a meaningful way.



Patricia Lauria
CEO, Friends for Good



DQUBE solutions



MELBOURNE
525 Collins Street
Level M2, Rialto West Podium
Melbourne VIC 3000
Tel: +61 3 9005 6899



SYDNEY
20 Martin Place
Level 10, Sydney NSW 2000
Tel: +61 2 8003 4899



ONLINE
hello@dcube.solutions
www.dcube.solutions