

18<sup>th</sup> January 2009

## Pressure in rural communities too

### Increased demand on services matching city increases

It was reported in 'The Advertiser' Monday, 18 January that people were being turned away or put on waiting lists for vital charity services due to increase demands. ac.care – a rural charity – has too witnessed an increase in demand of services in the Murraylands, Riverland and South East.

The increase demand in rural areas has resulted not only from the global financial crisis but also from the ravages of long term drought and unemployment. The closures of businesses because of drought and less opportunities for casual work results in people in rural areas having less money and this equates to more demand on organisations such as ac.care.

ac.care now see a diverse range of people and are witnessing a trend towards working families on only one income seeking assistance, struggling to pay utilities bills, mortgages, car payments and groceries. Their emergency relief program appointments are often full by 9-15 am (when first calls are taken at 9am).

*“when there is extreme demand on our services ac.care avoids turning people away – we will always find ways to assist, even for short term temporary help whilst waiting for services that provide long term solutions. We hope that no one who is going through a tough time our community thinks there is no help - there are caring organisations here to help people in times of need” said Rob Foggo, CEO*

End

Information contained within this media release expires February 2010

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## About ac.care

*ac.care was formed in Mount Gambier in 1985. ac.care is one of the few organisations created and run by rural people for rural people. We believe in getting in early to bring about change. We have a philosophy of not just giving a hand-out or mopping up after a crisis - we build on people's strengths. ac.care focuses on skill development, early intervention and prevention to make a real difference. We work towards providing opportunities for all who live in rural communities: for safe and stable accommodation, to continue or re-enter formal education, develop employment skills, strengthen family or personal relationships, children to be supported, nurtured and developed. ac.care's current offices and community centres are in Mount Gambier, Millicent, Naracoorte, Bordertown, Murray Bridge, Berri and Waikerie. 60,000 people in (FY08-09) in the South East, Riverland and Murraylands of South Australia were supported through over 70 different programs and services that fall under one or more of ac.care's 7 goals: **alleviating homelessness | building communities | promoting learning | reducing poverty | sharing cultures | strengthening families | supporting children.***