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Pre budget submission – Good360

Request for Federal Government recognition and support of Good360 as a leading Australian emergency charity.

Proposal

- (1) That Good360 be recognised by the Federal Government as a leading Australian emergency charity;
- (2) That Good360 be provided funding of **\$2 million** at a minimum by the Federal Government to continue their work in response to the elevated demand for their services; and
- (3) That Good360 be given the opportunity to meet with you and detail our proposal further.

About Good360

Good360 is a matchmaker. We connect brand-new goods of businesses with the Australians who need them. Good360 helps the right goods get to the right people at the right time during all stages of a disaster, providing hope and dignity and to build resilience in Australians adversely impacted. Based in Mascot NSW, we have a national pre-vetted network of 2,000 + charity and 200+ product partners who service all of Australia. Our approach to supporting Australians is strategic and sustainable. We use a coordinated and collaborative approach, working with organisations - large and small - to deliver what's needed at each stage of disaster recovery.

Disaster relief is not just about food, particularly in the current circumstances where business closures of all sizes from small operators to large retailers and unprecedented job losses across the country mean Australians who have never needed assistance before will be needing help and may be too proud to ask. Our goal is long term sustainable recovery and increased resilience for individuals and communities.

Technology is the key to our success. <https://good360.org.au> is a one stop shop. Our-commerce platform allows charities to view available products and order directly and then upload photos and impact stories to demonstrate to partners and donors the impact of their donations and inform government.

When it comes to disaster relief, we are there in the early days with personal care items, supplies for shelters and evacuation centres and cleaning/mucking out products. We are also there months and years later with furniture, mattresses, home goods and other necessities to help impacted communities through the recovery journey. Membership for eligible charities and schools is free and grants access to goods from some of Australia's leading brands including Harvey Norman, BIG W, Woolworths, LEGO, Colgate and Jeanswest.



During Black Summer Bushfire, we delivered 915,393 requested, brand new items in just 8 weeks. In the first 150 days of the COVID-19 Disaster, Good360 distributed 1.54m items with a RRP of \$17.84m million at no cost. That's 10,000 items per day. The most popular items ordered were Toiletries, Toys, School supplies and Clothing/underwear. A lack of coordinated communication and well-intentioned (but uninformed) giving can create chaos, inefficiencies and waste. It is estimated that



Good360 matches brand new goods to people in need during disaster as well as in everyday life, encouraging dignity and building resilience in communities and individuals.

Situation

The back-to-back impacts of drought, fires, floods, COVID-19 and more floods are resulting in a massive increase in demand for non-perishables (hygiene products, bedding, clothing, homewares, toys, schools supplies and more), which is only getting worse as the pandemic continues.

Good360, through our sophisticated online system and warehouse facilities have the latent capacity to match the products our corporate partners donate at speed and fulfil the accelerated demand of charities.

In the past 8 months, Good360 has acted as an emergency responder and quickly distributed **over 2.5M brand-new items** valued at **\$27.12 million** to Australians affected by disaster through over **2,000 charities**. These items have been specifically requested by the charities. And all of this activity is currently financed by philanthropic donations from foundations and corporates.

- Good360 has been faced with a **259% increase** in orders and needed to respond immediately.
- **114% increase in charities and schools accessing support** from Good360 and our reach across Australia is continuing to expand.
- **188% increase in brand-new items** delivered to Australians most in need

Fortunately, in April, Good360's existing philanthropic funders agreed to a one-off, short-term funding injection of **\$1.7 Million**, and with that, Good360:-

- Employed **12 new staff** members (4 office, 8 warehouse) to meet the growing demand
- Provided **FREE delivery**, not just free products, to charities during this current heightened need
- Delivered over 1,000,000 units of winter clothing,
- Over 200,000 additional units of hygiene items (toilet paper, hand wash, sanitizer, soap and/or body wash, cleaning products, toothpaste, nappies)
- Over 100,000 home packages, including bedding, kitchen wares, whitegoods
- 26,000 toy packages
- 16,000 home schooling packages (school paper and pencil case supplies)
- 2,000 care packages for frontline hospital workers



We are working hard to meet this huge increased demand – sending out 18,000 requested items per day. However, we will not be able to keep providing our essential service to the thousands of Australians in need without government funding. Our short-term funding will run out before the end of this year.

Approach to address the pandemic and increased demand

The short-term funding acted as an emergency band-aid to enable us to work at this heightened level of response to crises—now we urgently need government support to maintain our response.

Plus, as philanthropic donations are considered revenue, that injection of urgent funds has left Good360 ineligible for the Government pandemic support packages like JobKeeper. Good360 is also yet to receive any emergency funding from the Federal Government's \$200 million emergency response announcement. We are aware that an allocation of around \$100m in disaster relief was made in April and that a second allocation is due to be made in September of this year.

Our request for **\$2 million** in Federal Government funding would enable Good360 to:

- Create more jobs - Employ <12+> warehouse staff to meet the 200% growth in orders in September to the end of the year;
- Support a further 1,200 charities in need to see the number of charities grow from 2,126 to 3,326;
- Deliver a further 2 million brand new items to charities and schools;
- Deliver 15,000 Essential Care Packages to children, families and seniors; and
- Directly support the lives of thousands of Australians assisting in this country's economic recovery from the COVID-19 pandemic recession.

In partnering with the Federal Government we may also share deidentified data from our work to provide the best possible picture of what sort of items are in highest demand, and in what volumes, post disaster periods and during recovery. This information may assist with future social policy and/or disaster recovery/resilience planning.

We understand there is still some funding left in the \$200 million support package and we are very much hoping we will **receive \$2m as a minimum amount.**

Conclusion

We appreciate you taking the time to consider Good360's proposal and we hope to be able to provide further detail of how the Federal Government funding will be utilised upon receiving your initial approval.

Contact:

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Appendix

Key metrics - Demonstrated Huge Growth in Impact

Start Year	2015
Years of Operation	5.5
No. of Items Donated – since launch	14,748,337
Item Condition	All brand new
No. of items donated per year	6,533,806 (2019/2020) 4,652,279 (2018/2019) 1,573,553 (2017/2018)
Revenue per year	\$2,913,532 (2019/2020) \$ 2,073,489 (2018/2019) \$1,791,551 (2017/2018)
No. of affiliated charities – Australia-wide	2,599 registered 2,103 supported (ordered) free to join since May 2019
Australia-wide footprint of charity members	NSW 55%, ACT 2%, VIC 18%, SA 6%, WA 2%, NT 2%, Tas 1%
Types of products	Home 25%, Health, beauty, hygiene 18%, Entertainment 13%, Toys13%, Electronics/office 6%, Other 2%

