

# \* BIG W makes a real difference by putting goods to good use.

## Case Study



## Challenge

At the end of the season BIG W needed to deal with their spare, brand new goods in a way that was efficient for their business but also beneficial to the communities in which their teams worked and lived.

## Approach

With the goal of improving the way surplus goods exited the business, BIG W looked to Good360 and our unique matchmaking service that connects excess with people in need. In addition to this, BIG W wanted their team to feel like their actions were making a real impact on the lives of families in their local communities.

## Solution

- Good360, in partnership with BIG W, pioneered our Local Store Donation Program. Local retail stores are matched with local Not for Profits and schools to pick up their surplus stock.
- In the pilot Local Store Donation Program, BIG W were able to efficiently connect their 183 stores with over 200 local Not for Profits and schools, enabling them to collect more than 1.5 million items in a four week period.
- Good360 member Not for Profits and schools save time and money by going direct to their local BIG W store to pick up the goods they need.
- BIG W have committed to continuing the program on an ongoing basis, with over 3.1 million items donated to date (April 2019).
- In line with BIG W's Real Care Community positioning, this campaign empowered BIG W teams and gave them a more active role in helping families in need within their community.

## BIG W supports doing good with Good360 by:

- Sponsorship of our annual #makegoodhappen Christmas campaign by helping to cover the cost of shipping and handling during this high stress time for people in need across Australia.
- A selection of BIG W surplus stock is featured on Good360's online shop to help Not for Profits and schools across Australia select the goods they need for their programs, with the extra convenience of having them delivered right to their door.

## BIG W profile

BIG W is one of Australia's most loved brands and has been part of our families for over 40 years. Across their network of 183 stores nationally, customer and team come first. BIG W offers own brands and leading international brands that are simply great quality at great prices for everyone in the family. Working with Good360 since December 2017, BIG W will continue to provide brand new products to Australians in need.

*"Partnering with Good360 is a perfect match with what BIG W has to offer. We want to help Australian families across the country and at the same time be responsible for how we manage our excess inventory."*

**BIG W Managing Director, David Walker**

*"Love it! Great to save the environment, help out the community and create a very positive reputation for our store and BIG W brand."*

**BIG W Store Manager, NSW**

## We #makegoodhappen

Good360 is a matchmaker, helping repurpose items of value by directing them to Australians who need them most. We bring together the people working to lift up Australian communities, and the spare brand new goods of businesses. We connect surplus with need.



3,536,777

Total Goods Donated



503

NFPs & Schools Helped



23

Cause Areas Supported



3,126,321

Items Collected From Stores



Good360

GOODS FOR THE GREATER GOOD™

good360.org.au

As at April 2019.