



## Supporting Frontline Workers

### The Challenge

Frontline workers are the backbone of the country, and this became more evident during the extended lockdowns of 2020-2021. Whilst many of us were working from home, restricting our movements and reducing our infection risk, frontline workers were putting their safety on the line for the benefit of the community.

Nurses and other hospital staff could not work from home, and infection control measures meant showering before and after shifts was necessary to protect themselves as well as the people in their households who were also subjected to heightened risk. Whilst schools moved to remote learning, the childcare sector remained open, to care for the children of people doing essential work. The additional work stress, time and expense not to mention the toll on mental health of these frontline heroes was immense and Good360 and our donors saw an opportunity to show just how much the community appreciated these essential workers.

Good360's generous donors including [Colgate](#), [Sealy](#) and [King Living](#) were keen to show their appreciation and make tangible contributions to supporting frontline workers, and together, we identified members and projects that would make work and caring just a little bit easier for our tireless hospital and childcare sector.

### Executive Summary

During the 2020-2021 COVID-19 Outbreaks, Good360 worked with health and childcare services across Australia to supply PPE and care packages, to not only keep frontline workers safe but also to say thank you on behalf of Australians supported by their service.

### Impact Achieved



**45,271**  
Number of items



**\$2,744,005**  
RRP of goods



**671**  
Number of Members supported





Sometimes the best way to show thanks is to do something kind in return, and Good360 was proud to partner with Goodstart to express gratitude.

## The Solution

As is often the case with big projects, supporting front line staff across Australia started with an idea, a phone call and cry for help in mid 2020.

Good360 Giving Team received a call from [Westmead Hospital Foundation](#) who were asking for a small donation as a 'pick me up' for the Emergency Department and COVID-19 Unit, who were at the epicenter of the first NSW outbreak and under unprecedented pressure. In addition to the constant hand washing whilst on shift, these under-recognised healthcare heroes were also showering after shift and before returning home. The extra hygiene products required were an added expense, and a little help was needed to reduce the cost. Good360 took that request a step further and created and packed 2000 co-branded 'Thank You' packs which were distributed throughout the hospital, recognising that all staff, not just doctors and nurses and especially General Services and cleaners should be acknowledged for their service. The feedback and smiles shared in return were a welcome sight for all involved.

Westmead also created a rest area onsite, for staff who couldn't get home between shifts or had worked additional hours. The short changeover between shifts that ran over time due to the demands of COVID-19 positive patients meant public transport wasn't always available and in many cases, staff were choosing to stay at the hospital to reduce exposure to their families. Sealy kindly donated 10 single ensembles and mattresses, and King Living a stylish as well as practical dining table and lounge, all up over [\\$27,000](#) in brand-new, high quality furniture was provided so that staff had a pleasant place to rest and recover.

[Royal North Shore Hospital](#) and [Illawarra Shoalhaven Health District](#) received care packages as well, that were shared amongst key personnel in their hospitals as a small gesture of support and gratitude from the community. Additionally, almost 4000 individual items of hand sanitiser were delivered to the Wollongong Mass Vaccination Hub, that were offered to people rolling up their sleeves for 'the jab'.

Canterbury Hospital, Gold Coast Health and Hospitals and HammondCare Health and Hospitals also ordered on behalf of their frontline workers, who benefited from essentials such as sanitiser and hygiene products.

## Goodstart Early Learning Centres

Open throughout the pandemic, supporting frontline workers and putting their own lives on the line, was the childcare sector. Whilst enrolment and attendance was reduced as people who could work from home did, centres remained open for essential workers such as police officers and aged and health care staff. Fellow Not-for-Profit [Goodstart Early Learning Centres](#) wanted to acknowledge their staff in Childcare centres nationally, across all states and territories of Australia, who went above and beyond the call of duty. Business as usual was harder than usual, and thanking childcare workers for being the 'constant' in an uncertain world was essential for morale and mental health. 14,008 makeup kits and mens grooming kits were shared across 664 sites.