



Good360

GOODS FOR THE GREATER GOOD™

2022 FLOODS IMPACT REPORT

March, April and May 2022

The right goods, to the right people, at the right time. Through all stages of disaster recovery



At Good360, we are working with our more than 300 Australian business partners to deliver what's needed, as communities work through each stage of disaster recovery. This strategic and sustainable approach will allow us to provide resilient, agile and long term assistance as and when communities need it.

Did you know: the area in Queensland and New South Wales affected by flooding is almost equal to the size of the UK, Ireland and France combined

Australia has experienced back-to-back disasters over the past two years and with the start of 2022 came a cautious optimism from the Australian people, but mother nature had other ideas.

By the end of the first week in March, Southern Queensland and Northern New South Wales received more than a year's worth of rainfall in a week. The intense weather system saw thousands of people flee their homes, and thousands more trapped and stranded due to rising waters.

Tens of thousands of people were displaced, at least 23 people sadly lost their lives and more than 20,000 homes and businesses flooded in Queensland alone.

The estimated cost of this devastating event is close to \$3.35 billion (AUD) according to the Insurance Council of Australia, and with many having lost their homes and businesses, coupled with global material shortages, the clean up and recovery from this event is set to be a long and slow process.



A note from our Founder

Australians have experienced hard times over the last few years, starting with the bushfires of late 2019, and then most recently the NSW/QLD flood disaster.

The team at Good360 have been there for the tough times, leaned into our donors to get access to requested and desperately needed essentials and supporting our members on the ground with the goods they need, but from afar.

During the recent flood disaster, it was obvious to me that we needed to visit Northern NSW to not only speak to our members, show support and assist in distribution, but to find out what was really happening for the community. Natasha Bennett, Partnership Manager NSW/QLD and I spent two days in Lismore and surrounds in March 2022, and what we saw will stay with us forever.

On the positive side, the community spirit, resilience, creativity to problem solve, and support for each other was overwhelming. We were fortunate to visit during the two days that the rain stopped, and the sunshine was a welcome sight for all.

I was overwhelmed to meet local hero's going above and beyond including Good360 members The Koori Mail, Lismore Soup Kitchen, Lifeline and Mullumbimby Neighbourhood Centre, assist in handing out goods in the community hubs and accompany them for furniture deliveries.

What struck me most was the passion and tireless work of volunteers as well as community workers from these small, grassroots organisations, who were working long hours even though their own homes were affected. Sadly, no one seemed to know who was in charge, and they were universally concerned about being forgotten once the media left the area.



As I said in Lismore those 2 days, and as I repeat now, Good360 will stand with the flood victims of the recent disaster, and commit to helping the community for the long term. Whilst Good360 has already distributed 569,091 items valued at \$7,738,342 RRP, this is just the beginning. Disaster relief is a marathon not a sprint and the rebuilding process has only just begun. Whether it takes 3 months or 3 years, Good360 will continue to support flood affected communities until the work is done.

We know that this is not an easy thing to do in every disaster. In fact, research from Good360 USA, who have been leading the way in disaster recovery for 35 years, shows that up to 60 percent of all product donations are thrown away or not used as intended because they're not the right goods at the right time. Preventing this kind of waste was one of the driving forces behind the launch of Good360's Resilient Response initiative.

Historically, emergency managers have looked at disasters through a life-cycle framework with four distinct phases: mitigation, preparedness, response and recovery.

As we look at what donors need to do to maximise the impact of their aid, we found that we could not only leverage the traditional framework, but also take it a step further. In order to more completely encompass activities and best practices related specifically to in-kind giving during disasters — Good360's core area of focus — we have introduced a revised disaster giving framework.



Our additional guidelines offer an expanded view of the needs of impacted communities, especially as they relate to getting the right product to the right people at the right time. The lifecycle of a disaster is a marathon, not a sprint and we have divided it into six stages so businesses and everyday Australians can play a role to assist sustainably and not all rush out to help in the response stage which is the natural reaction, but is also often the most problematic.

Alison Covington | Good360 Founder & MD

Snapshot 2022 Floods

SERVICING MORE THAN
1,368
CHARITIES AND SCHOOLS
IN FLOOD AFFECTED AREAS



NUMBER OF ITEMS PER CATEGORY DONATED TO MEMBER CHARITIES AND SCHOOLS

	Clothing	189,725
	Health & Beauty	124,611
	School Supplies	75,394
	Food & Other Items	62,724
	PPE	51,794
	Home	36,014
	Entertainment & Toys	18,650
	Cleaning Supplies	18,633

GRAND TOTAL	577,544
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RRP OF GOODS DELIVERED TO CHARITIES

\$7,869,652

NSW: \$6,486,827

QLD: \$1,382,825



ITEMS DELIVERED TO CHARITIES

577,544

NSW: 478,796

QLD: 98,748



NUMBER OF CHARITIES SUPPORTED

184

NSW: 132

QLD: 52



TOTAL TONNAGE

37

NSW: 29

QLD: 8

We are the Connector

Turbans 4 Australia & Addi Road

Transport and logistics were a significant barrier to delivering to flood affected communities, and we were grateful when Turbans 4 Australia President, Amar Singh, reached out to arrange an urgent meeting between Good360 and Addison Road Community Centre to discuss collaboration.

Amar had been on the ground in Lismore and from seeing the devastation and speaking to locals, he had a greater understanding of what was needed than most, and had set up a community kitchen as well as distribution hub for groceries and other essentials. Addi Road and their generous supporters, had also wanted to help, so they too were pleased to hear from T4Aus for this collaborative project.

Addi Road, Good360 members since 2016, utilised its donations network and rising public profile, as well as acted as a direct food supplier to Turbans. While T4Aus, who registered with Good360 in 2020, did what it does best, transport and logistics, thanks to the recently launched social enterprise,



Green and Gold Charity Logistics. Amar had already made numerous runs to Lismore by the time he called us, and his knowledge was the linchpin that held the project together. Not only did T4Aus deliver to Lismore Hubs, they also supplied other communities, and Good360 members, across the flood ravaged region.

Accustomed to disaster relief and the importance of providing the right goods to the right people at the right time, Good360 supplied non-food material aid through the response and recovery effort, which continues to this day. The initial items supplied included care packages of personal hygiene and cleaning products, as well as pallets of clothing and mattresses. As households begin to return to homes after the clean-up, we begin to supply larger items like furniture and white goods, and the smiles of the recipients reminds us why we do what we do, and how important partnerships are.



Schools give back to support flood relief

There is no lower age limit to joining the Circle of Good, and students at a number of schools proved this fact and set the gold standard when it comes to helping their peers.

Barham High School's values are diligence and integrity, and they displayed both recently when holding a fundraiser for communities affected by floods. Located in the South-West Riverina, with a small cohort of approximately 155 students. Students and staff undertook a fundraiser to mark Wellbeing Friday, creating a coin line which raised \$397, choosing Good360 as the donation recipient.

An amazing group of student leaders from Sadlier Public School, located in South Western Sydney, hosted a flood relief fundraiser raising an incredible \$1213, supplemented by a generous \$200 donation from the P&C on behalf of the community.

We're proud to welcome the leaders of tomorrow from these two incredible schools to the Circle of Good, and are also excited to offer them Good360 membership to be able to access essentials for the students and the community.



Goodstart Early Learning lends a hand

Our relationship with fellow non profit Goodstart began in 2020 and they're now Good360's largest Community Redistribution Partner, utilising their national network of early education centres.

Good360 assists Goodstart with the distribution of essentials for their network of child care centres. Recognising that early childhood education, and not transport and logistics, was their key strength, Goodstart contacted Good360 to discuss collaboration and the partnership has grown from strength to strength.

With a strong presence in the flood affected Northern Rivers combined with a big heart, when Goodstart were seeking a way to support children and families affected by the floods, they knew just where to turn.

Good360 and Goodstart created a proposal which was distributed to their business suppliers, corporate partners and team members across the country, encouraging them to pledge product and funds to help the community get back on its feet.

Goodstart team members also ran a fundraising campaign so that staff across the country could help the centres, and the families they support, get back on their feet.

The perfect example of a deep partnership and the power of the Circle of Good, Goodstart are leveraging their networks at all levels to make good happen.





New goods a boost to community spirits

The Mullumbimby and District Neighbourhood Centre are so grateful for all of the generous donations that Good360 have procured for our flood affected community.

The Harvey Norman bed linen sets and towels have been a wonderful and much needed accompaniment to donated mattresses that we have also been distributing. So many people either lost these items in the initial flood or they have since gone mouldy with the relentless rain and humidity that we have had from the past 4 months.

These beautiful high quality items, have not only been practical, but also a boost for people's spirits, helping them to feel cared for and supported. We send a huge thank you to Harvey Norman.

The Empower Packs from Good360 are a caring touch which have appealed to a broad section of our community. Packed with some essential toiletries, as well as boredom busters such as books and games, they have also helped to lift people's spirits and provided a pleasant distraction when it's required

The Winning Group's tremendously generous donation of much needed mattresses, couches and sofas, electrical goods and white goods will assist in helping people as they start to move back into their homes or into more permanent temporary accommodation. It's wonderful to be able to distribute such high quality goods to our flood affected community, knowing that it helps to alleviate some financial strain and emotional stress.

Thank you for all that you do in supporting those in need.

Mullumbimby and District Neighbourhood Centre



Northern Rivers Flood Relief 2022

Mudyala Aboriginal Corporation have been working tirelessly with communities and families from Northern NSW, including partnering with some of Northern NSW most resilient organisations such as Koori Mail.

Shout out to Good360 Australia and BIG W for supplying over \$20,000 of brand new clothing to support the flood affected communities in Northern NSW.

We have also been fortunate enough to allocate other goods into the Northern Rivers area through Good360 including; over \$60,000 of Sealy mattresses and over \$50,000 of Harvey Norman furniture

We have also raised over \$30,000 in donations provided directly into the community.

A huge thank you to all the volunteers who spent many days sorting and coordinating donations into community!!

Mudyala Aboriginal Corporation



Helping Lismore families who have lost everything

The donations we received through Good360 for our Lismore community and surrounds, during the 2022 flood crisis, has been so beneficial to helping and assisting us to support the community.

We have thousands of families who have lost everything and many more who have lost a lot.

Our partnership manager Natasha has been great with communication and supported us through the ordering and delivery of items, which has allowed us to focus more of our attention on service our community.

We are currently doing deliveries twice a week in Lismore and the surrounding areas to get these donations out to all of our homed flood victims.

The support has been overwhelming and the Koori Mail flood relief hub would like to thank Good360 for all their support, great communication and excellent deliveries of desperately needed items during this time.

Koori Mail

“ My kids and I could not believe the support we received and are so thankful to you for helping us during this hard time

- Amanda, Flood Recipient

Helping families through the flood disaster

During the recent floods, the Camden, Campbelltown & MacArthur areas were hit hard by devastating floods.

With the support of Good360 and its charity partners, the Lomandra Community project was able to support families in our regions with essential supplies, toiletries & furniture.

Many families had to relocate to a safe place, including emergency accommodation as waters damaged homes and properties.

Emergency and support packs were distributed to assist the community.

Our heartfelt thanks to Good360 and all the donors for supporting communities in need.

Lomandra School



When the rains fall

Our focus recently has been all about the floods and getting those who have lost so much back on their feet. Sourcing goods from Good360 and Foodbank has been a priority and from there we have joined with other organisations in putting cleaning packs, personal care packs and education packs together before distributing them around the Grafton and Casino locations.

Global Care Grafton has made 5 trips to Casino, sometimes to drop off products - not just these products but also food and water, and sometimes to help with the clean up.

Clothing at this stage is helping the Grafton flood victims as they come into the “shop” and select what is needed, but we are planning on taking some of these to Casino too, as soon as they are ready for them. But for now, the clean up continues. The gazebos were most welcomed as the rains continued to put items under as they were taken out of the flooded houses.

I would estimate so far we have impacted 2,000, but the reality is, it’s much more than that - how do you quantify something like that?

Thanks Good360 and all generous donors.

Global Care Australia - Grafton

Supplies for Flood Affected Communities

Families in the Hawkesbury area were highly impacted by the recent floods. Many families had endured severe damages and losses to properties and treasured items.

Good360 has supplied our community with essential household items to help replace what was lost and clean up.

Amanda was overjoyed after receiving her cutlery set, bedsheets & cleaning essentials.

She said ‘My kids and I could not believe the support we received and are so thankful to you for helping us during this hard time.’

Amanda, alongside many other flood-affected community members, has used these items to rebuild and restart from this disaster.

Thank you Good360, BIG W and all the other generous product donors!

Bligh Park Community Services Inc





Struggling Community Supported by local school

2022 will be another year remembered for all the wrong reasons. With the presence of COVID-19 impacting families and communities, the floods in February have significantly caused more hardship to all.

Not only were many families impacted directly by major flooding of their homes but there were also families that gave shelter to their extended families and take up residence with them. A great number of families have been struggling due to loss of income & homelessness. With generous assistance from Good360 & donations from BIG W, our families have been given a glimmer of hope. Community members were gifted a variety of apparel and shoes. The community spirit was well received & appreciation of thanks to Good360 & BIG W.

Redbank Plains State Primary School



Queensland Flooding Brings Damage, Heartbreak and a Whole Lot of Generosity

February 2022 will be remembered for its intense rainfall, destruction and displacement of many 1000's of Queenslanders.

For those families already hardest hit by COVID-19, the floods were the final straw that broke the proverbial camel's back. But thanks to some generous donations from Good360 and businesses like BIG W, Infinity Community Solutions has been able to provide vulnerable families with clothes and shoes.

The flooding experienced in some areas of South East Queensland, were a grave reminder for some of the 2011 floods while other areas had never seen flooding like it before. Properties were inundated across much of Brisbane, Ipswich, Moreton Bay, Gold Coast, Sunshine Coast and Gympie. Recently areas of Toowoomba and the Darling Downs were affected by major rain events. Many people were left homeless and only the clothes on their backs. The donations of a variety of apparel and shoes was well received.

Queenslanders are well known for their generous and helpful spirit and with organisations such as Good360 and their donors, Infinity Community Solutions has been able to continue sharing that generosity across South East Queensland during the flood clean-up!

Infinity Community Solutions Ltd





Amplifying the message

When the floods hit in late February, as well as donations of money and product, many of our partners sprung into action with cause marketing initiatives to mobilise their customers and communities in ways we had not seen before.

Long term partners BIG W ran a month long round-up campaign at checkout in their more than 170 stores, an initiative they had never undertaken before. Gildan ran their first ever virtual t-shirt campaign, allowing customers to buy a digital t-shirt with proceeds going to the Good360 flood relief campaign.

As well as our existing relationships, the flood crisis brought to the fore many wonderful, generous new partners; including 4Pines Brewery who ran live fundraising events at their breweries in Coolangatta and Brookvale, doTERRA ran a wonderful buy one give one campaign, and Storage King “turned green” for the month of April donating \$1 for every tea chest or carry box sold nation wide.



Partners & Donors



3M
4Pines
Abacus
Adventure Operations
Amadeus
AMP
Ashtabula
AZ Next Generation
Advisory
Blackstone
Body Shop
Chalfont Chambers
Chatime
Clarins
Deiji Studios
DOOLEYS Lidcombe
Catholic Club
Enspira Foundation

FEAT Fitness
Fitstop Brookvale
FLSmith
Gildan
Good Samaritan Aid Society
Goodstart Education
Haircare Au
Halfbrick Studios
ISSO Hindu Temple
Koh
Layby Land
Maroondah City Council
McPherson's
Metcash
Mezzfin Pty Ltd
Montmorency Secondary College
Mummys paying it forward

Nappy Collective
Pierre Fabre
Pleasant State
Red Rooster
S-kin Studio Jewelry
Sadleir Public School
Sherman
Sitecore
Stockland
Storage King
Sydney Roosters
Toisch Pty Ltd
Vinva Investment
Volta Ballarat
Wei-Wu Wei Business Trust
WHSmith
Winc

Get involved

Give the Goods



Demand has never been higher. If you are a business or can introduce Good360 to businesses who have goods to donate get in touch with us today.

contact@good360.org.au

Give a Donation



Donate \$5 today and we will be able to provide \$100 of goods to an Australian affected by the floods.

give.good360.org.au

Give your Time



We have opportunities to volunteer as an individual or group at our Western Sydney ReDistribution Centre, To find out more about corporate volunteering visit:

good360.org.au/donate-your-time

Spread the word



Stay on top of the latest Good360 news and opportunities. Help bring more people and businesses into our #CircleOfGood.

Like and follow @Good360Au on social media.

