



Annual Report

2024



Good360 Australia acknowledges Australia is a land with a proud Aboriginal and Torres Strait Islander heritage. We celebrate and respect these people as the First Australians.

We acknowledge their unique cultural and spiritual relationships to the land and waters as we all strive for respect and equality.

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Our Purpose

Good360 exists to reduce need and waste in our communities.



Our Mission

To ensure the excess goods and services businesses produce every year flow to people in need rather than going to waste and stressing people, communities and the planet.



Our Vision

By 2030, we will support as many people as there are living in poverty in Australia each year, by sourcing and distributing goods as effectively and expansively as possible.

"Thank you for all you do, it always brings tears to my eyes at the amount of people that have been touched by Good360 and partnering companies - it's beyond words. So many are shocked that they are not being given secondhand things, that it is all brand new. Seriously, we can't thank you all enough."

Good360 Network Member



Excess goods can do good

Every year in Australia, \$2.5 billion of brand-new, unsold goods are wasted.

(Deloitte Report, 2022)

At the same time 1 in 8 Australians are living below the poverty line.

(ACOSS & UNSW, Poverty in Australia, 2023)

Turning excess into impact

At Good360 Australia, we believe all new goods should have a first life and not go to waste when there are millions of Australians who need them. We source brand-new, excess or purposefully donated goods from over 600 business donors and deliver them to people in need via our network of over 4,700 charities and disadvantaged schools. This includes essential, non-food items people may take for granted everyday; education supplies, homewares, furniture, clothing, hygiene products or equipment needed for the joy of play. For people who may otherwise go without, these goods can become hope, dignity, and care for families and communities. We're not only supporting people in need, but helping to create a brighter, more sustainable future for our planet by preventing goods from going to waste.

Reaching communities in need

Through Good360, there is no need to choose just one cause to support. Every charity and disadvantaged school across Australia are eligible to become a Good360 member, making it easy for government and businesses to give back. By using Good360, vulnerable communities get access to the goods they need thanks to our member network, who have more time and funds to do more good.

We are proud to support over 35 cause areas, including children, at-risk youth, domestic violence, education, Indigenous communities, mental health, homelessness, disaster recovery, vulnerable aged, refugees, and intellectual and physical disabilities.

JOIN OR DONATE NOW. VISIT GOOD360.ORG.AU

HELP PEOPLE HELP PLANET

> JOIN THE CIRCLE OF GOOD

At Good360 we're creating a Circle of Good that benefits everyone. A circle that reduces waste and need in our communities by connecting charities, society's most vulnerable and schools with businesses willing to donate unsold or surplus goods and services.

So join the Circle of Good and donate brand new goods. You can join the circle by becoming a volunteer or by making a financial donation. Every \$1 donated will generate an additional \$20 worth of good for everyone - from people to the planet.



A challenging year for the charity sector

With our Founder and Managing Director Alison Covington AM and Chair of the Board, Matt Barnett.

It would be astonishing if any Australian charity reported an easy or 'successful' 2024, particularly as cost-of-living pressures increased financial strain on already vulnerable individuals and communities. It is therefore unsurprising that we report the year has been as demanding for Good360 Australia as it has been for the sector we exist to support.

The cost-of-living crisis has created record demand for Good360's services, doubling the number of people we support compared to the COVID-19 pandemic. With approximately 25% growth in registered charities and disadvantaged schools seeking everyday essentials, including clothes, shoes, toothpaste, furniture, computers & books, we are struggling to keep up.

In September, Good360 released the ['Communities in Need' report](#) and surveyed 500 charities and disadvantaged schools who shared;

- › 82% say community demand for non-food aid has never been greater.
- › 65% don't have enough donated goods to meet the needs of their community
- › 80% have seen a broader range of people needing support
- › 58% have seen more people needing support for the first time

In these circumstances we are proud Good360 was able to deliver \$70.6 million of donated goods to assist people in need during the year. With more funding, we could have done so much more. Looking ahead, 84% of respondents expect demand to rise further in 2025. Attracting sufficient funding to enable us to meet the growing demands of the sector continues to be an ongoing challenge. Anticipated government grants expected this year have been delayed, however, important changes to funding of material aid were secured during the year so we remain hopeful that federal funding in 2025 will enable us to expand our impact to better meet the sector's growing needs.



Introducing our impact areas

To better communicate our mission, we launched our new Impact Areas to demonstrate: Everyone deserves life's essential goods. Through the connection of brand-new goods spanning Education, Home, Hygiene, and Play. We aim to support vulnerable Australians of all ages in every facet of their lives. Our goal is to provide essentials that give individuals access to a quality education, reside in safe and secure homes, maintain proper hygiene, and engage in playful and fun experiences which are so important for mental health.

This framework has been well received by stakeholders and complemented by research papers, including our Hygiene Poverty in Australia report (July) and Play Poverty in Australia report. These reports have driven media coverage, increased awareness, and positioned Good360 as a thought leader, strengthening donor and government engagement. Enabling microlearning across all of our stakeholders and the community and increasing awareness of the need for everyday essentials will drive donations and assist Good360 in scaling up to meet the growing needs of Australians experiencing financial vulnerability.

Leveraging technology for greater impact

While social impact is our mission, we are fundamentally a technology and logistics marketplace. Our tech-first approach enables us to scale efficiently, matching businesses surplus goods to thousands of charities, meeting community need. We are proudly Australia's largest online marketplace matching surplus to need. We are working to make the Government aware they can utilise our innovative and unique digital infrastructure to enable the circular economy and support our country's most vulnerable during the cost-of-living crisis and beyond, including in disaster response.

New and ongoing programs

Our 2024 EveryOne Day campaign saw a 25% increase in industry partners and an extraordinary 290% increase in pro bono media thanks to the support of our media partners. We would especially like to thank Harvey Norman, our major partner, for their overwhelming support to help amplify our voice, as well as the incredible donations of furniture and white goods we distribute on their behalf.

The Good360 Inner Circle, a structured pledge & recognition program designed to support businesses towards zero waste, also continues to grow from 12 founding partners to 19 in negotiation. We would like to thank all our Inner Circle partners.

Good360's Digital Divide program, providing refurbished devices to digitally excluded Australians, has become a flagship initiative. In 2024, we laid the groundwork for the National Device Bank (NDB), an innovative initiative in partnership with WorkVentures and Good Things Australia, tackling the digital divide by providing refurbished devices, data, and training.

Looking back and moving forward

As we approach our 10th anniversary, we reflect on our journey since launching in 2015. We are particularly proud of our role in disaster relief, from the 2019 bushfires to the COVID-19 pandemic and the ongoing cost-of-living crisis. Our move to a larger site in Smithfield in 2020, thanks to Goodman, was perfectly timed to accommodate our growing impact.

Funding remains a challenge, but our government relationships continue to develop. We were pleased to host our local MP the Hon. Chris Bowen MP, Minister for Climate Change and Energy, and the Hon. Tanya Plibersek MP, Minister for the Environment, in late 2024, reinforcing the value of our work and potential government support.

Gratitude to our partners and team

We do not do this work alone. We are deeply grateful to the stakeholders in our Circle of Good, including our charity and school members. We know many of our members across Australia rely on us, and it is to them we owe a debt of gratitude for trusting Good360 to supply the everyday essentials required by their communities and being our distribution partners across all states and territories.

Essential to distribution are our logistics partners in the Partner Pallet Network, DHL, Northline, Centurion, Cochrane's, and TasFreight. New partner Aurizon Rail joined in late 2023 and we look forward to working with them to increase impact in the Northern Territory. Thank you for your in-kind donations that make pallets of goods affordable for our members across Australia.

Last but not least we would like to share our appreciation for all of our team members, the Executive Leadership Team, and our Board of Directors. Your commitment is greatly appreciated we are proud of the impact you continue to deliver.

To everyone who chooses to support Good360, whether as a donor, partner, or team member, thank you. As we enter our 10th year, we look forward to celebrating this milestone with you and continuing our mission to solve need and waste in Australia.



Alison Covington AM
Founder and Managing Director



Matt Barnett
Chair

Working to a sustainable future



We use United Nations Sustainable Development Goals (UN SDGs) as they are the blueprint to achieve a better and more sustainable future for all. Good360 works towards creating real change and achieving these goals through our work as a connector. Good360 focuses on the following six goals to create impact within Australia.



1 No Poverty

Support 4 million people each year by 2030.

Achievement to date:

761,340 people supported in 2024.



12 Responsible Consumption and Production

Partner with businesses and retailers to connect brand-new surplus goods to Australians in need.

Achievement to date:

Good360 has partnered with over 600 businesses to connect surplus with need.



4 Quality Education

Provide support to Australian schools with an ICSEA ranking below 1,000.

Achievement to date:

Good360 is currently supporting 1329 schools and colleges in lower socioeconomic areas.



13 Climate Action

Work to re-direct surplus and end-of-season stock to Australians in need and improve logistics to reduce carbon emissions.

Achievement to date:

Good360 works with donors to connect goods locally and is currently developing new technology to expand on this program.



10 Reduced Inequalities

By 2030, we will support as many people as there are living in poverty in Australia each year, by sourcing and distributing goods as effectively and expansively as possible.

Achievement to date:

\$461.78 million worth of goods connected to people in need.



17 Partnerships for the Goals

Collaborate not replicate. Work with not for profits and schools to amplify the impact of all parties.

Achievement to date:

A network of 4,756 Good360 member not for profits and disadvantaged schools supported nationwide.

Our impact

Lifetime impact to 31 December 2024

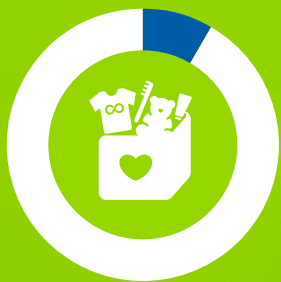
Helping people



4,617,847
people supported

People in need supported across 35+ cause areas

761,340 CY24



43,192,314
new items

connected to people in need

3,845,563 CY24



4,441
charities

not for profits and disadvantaged schools supported

1,598 CY24

Helping planet



7,495
tonnes diverted

Goods prevented from going to waste

1,066 CY24



\$176,299,796
to disaster recovery

Worth of goods for immediate and long term disaster recovery

\$22,766,618 CY24



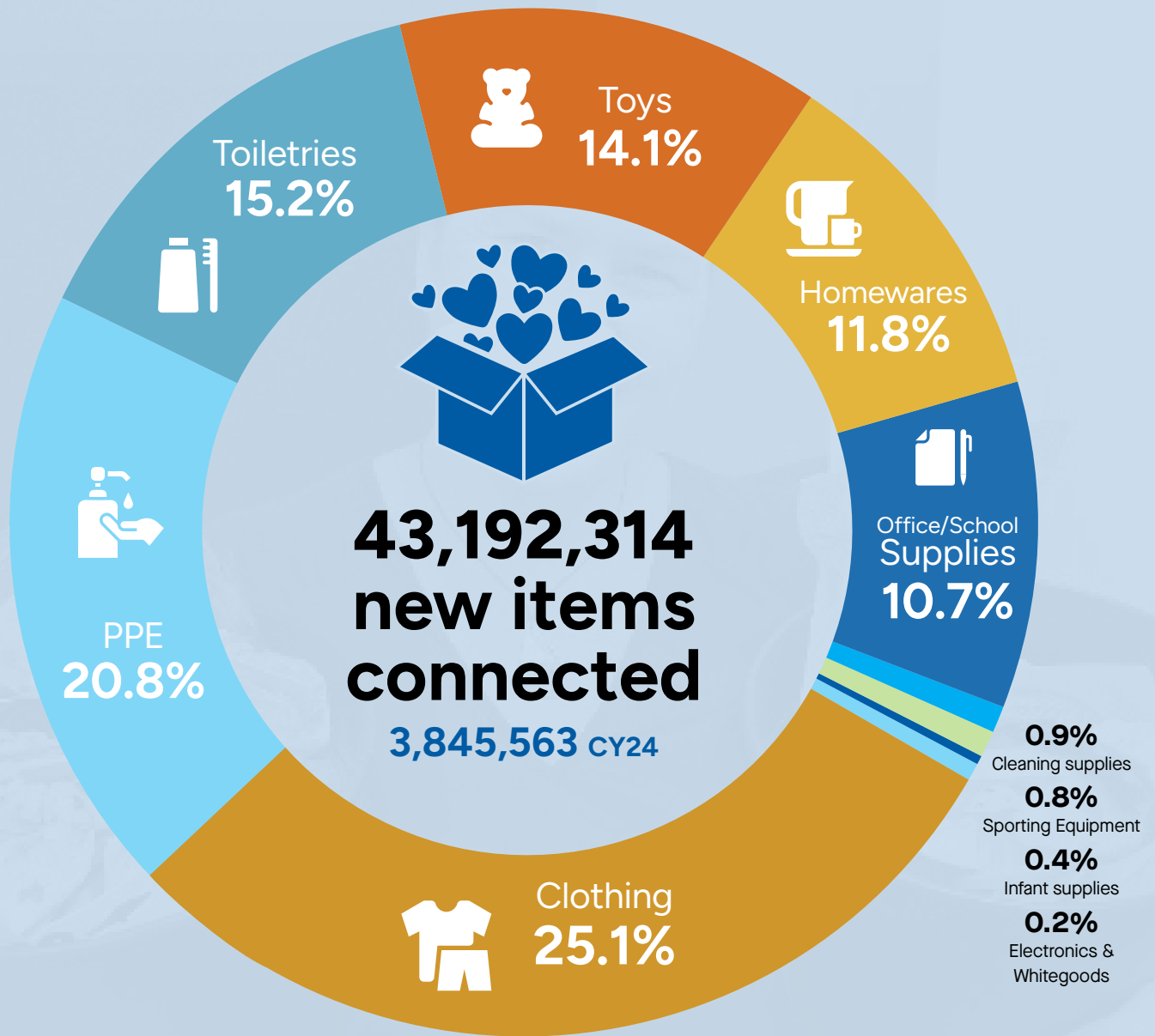
\$480,996,607
worth of goods

Back into the circular economy

\$91,764,280 CY24

Our impact

Lifetime impact to 31 December 2024



**EVERYONE
DESERVES
EDUCATION**

Education

\$72.5M

worth of goods

\$16,486,805 CY24



**EVERYONE
DESERVES
A SAFE HOME**

Home

\$171.8M

worth of goods

\$32,731,840 CY24



**EVERYONE
DESERVES
HYGIENE**

Hygiene

\$167.6M

worth of goods

\$15,431,078 CY24



**EVERYONE
DESERVES
TO PLAY**

Play

\$49.9M

worth of goods

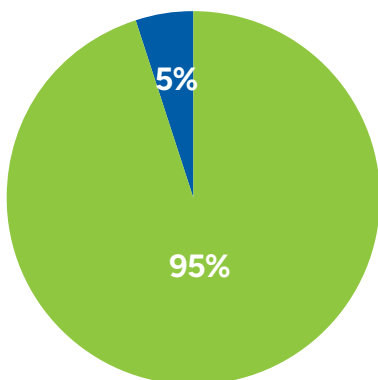
\$11,494,267 CY24

Financials

The cost-of-living crisis has presented significant challenges for the entire charitable sector - we have been tasked with supporting more people with less available funding. We are immensely grateful to the partners who supported us with grants and donations during the year, enabling us to continue delivering essential goods to people who need them most. All of our expenses are dedicated to supporting our mission, to ensure the excess goods and services businesses produce every year flow to people in need rather than going to waste.

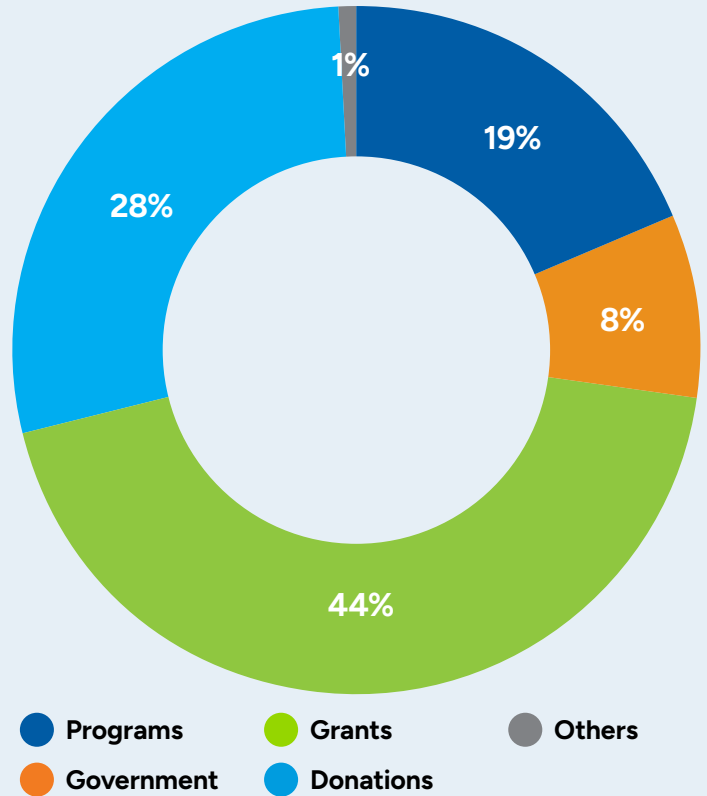
In this environment of unprecedented demand for our services, we have focused on maximising our operational efficiency and effectiveness to ensure we deliver the greatest possible impact from our cash and product donations. Our ongoing investment into improving the functionality of our unique IT marketplace technology delivered a lift in productivity in the year and set us up for continued scaling in years to come in line with our 5-year strategic plan.

Fundraising FY24



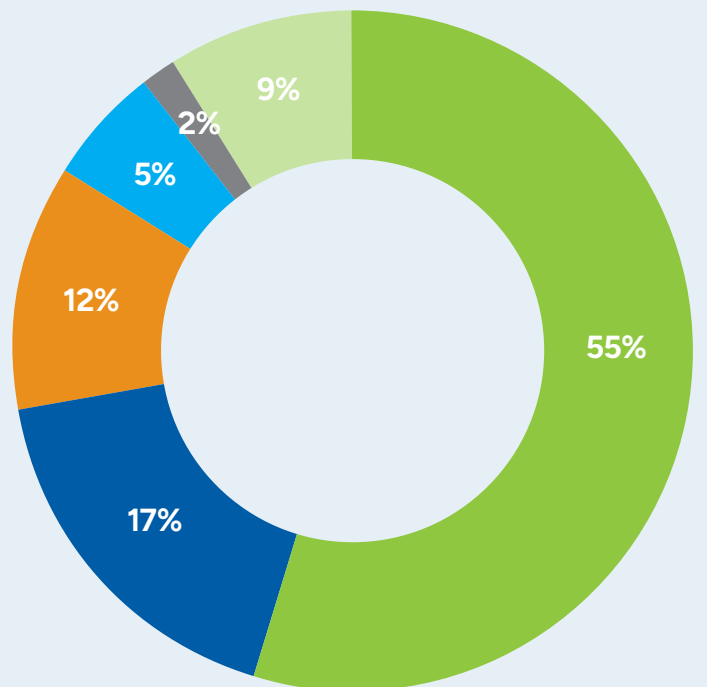
- Net Surplus from Fundraising
- Fundraising Expenses

Total Revenue FY24 \$6,328,988



- Programs
- Grants
- Others
- Government
- Donations

Total Expenses FY24 \$6,634,770



- Staff
- Shipping & Logistics
- Marketing & Fundraising
- Rent & Outgoings
- Information Technology
- General & Admin



Everyone deserves the goods they need to thrive

At Good360, we connect brand-new essentials across Education, Home, Hygiene, and Play to support vulnerable Australians of all ages. From school supplies to furniture, toiletries to toys, our mission is to ensure no one has to choose between life's basics. By working with businesses, charities, and disadvantaged schools, we're delivering much-needed items to people facing hardship, including individuals experiencing homelessness, refugees, and First Nations communities. Together, we're creating brighter futures and helping Australians thrive.



Education opens doors to opportunity



1,648,681

people in need helped by receiving education goods



430,284

education items connected

Lifetime impact to 31 December 2024

Education has the power to transform lives, open doors to opportunities and create informed, active citizens. In a world shaped by rapid technological advancement, a cost-of-living crisis, and labour shortages across Australia, it has never been more vital to empower students of all ages to reach their full academic potential.

For lower-income families, affording school supplies, digital devices, and textbooks can be a huge challenge. This disadvantage often leads to lower academic results, reduced confidence, and

fewer chances to secure meaningful work or fully participate in society later in life.

The gap in access to digital devices is particularly concerning. A 2023 survey by The Smith Family found that 87% of families are worried about affording school necessities¹, with many children unable to access computers or the internet at home. Without these essentials, students face barriers to completing homework, building digital skills, and preparing for tech-driven workplaces.

Good360 is tackling these issues by connecting vulnerable communities with surplus education supplies donated by corporate partners. From school supplies and digital devices to books and educational toys, these resources help learners of all ages thrive academically and socially. Having basic school supplies and technology means students can better participate in lessons and complete homework. Books encourage literacy and creativity, while educational toys spark curiosity and critical thinking. These small but significant tools help students focus, build confidence, and develop a love of learning.

Without access to these essentials, cycles of disadvantage continue. By addressing these inequities, we empower every learner to achieve their potential and build a brighter future for themselves and their communities.

Source: 1. <https://www.thesmithfamily.com.au/media/research/reports/pulse-survey-2022-23>

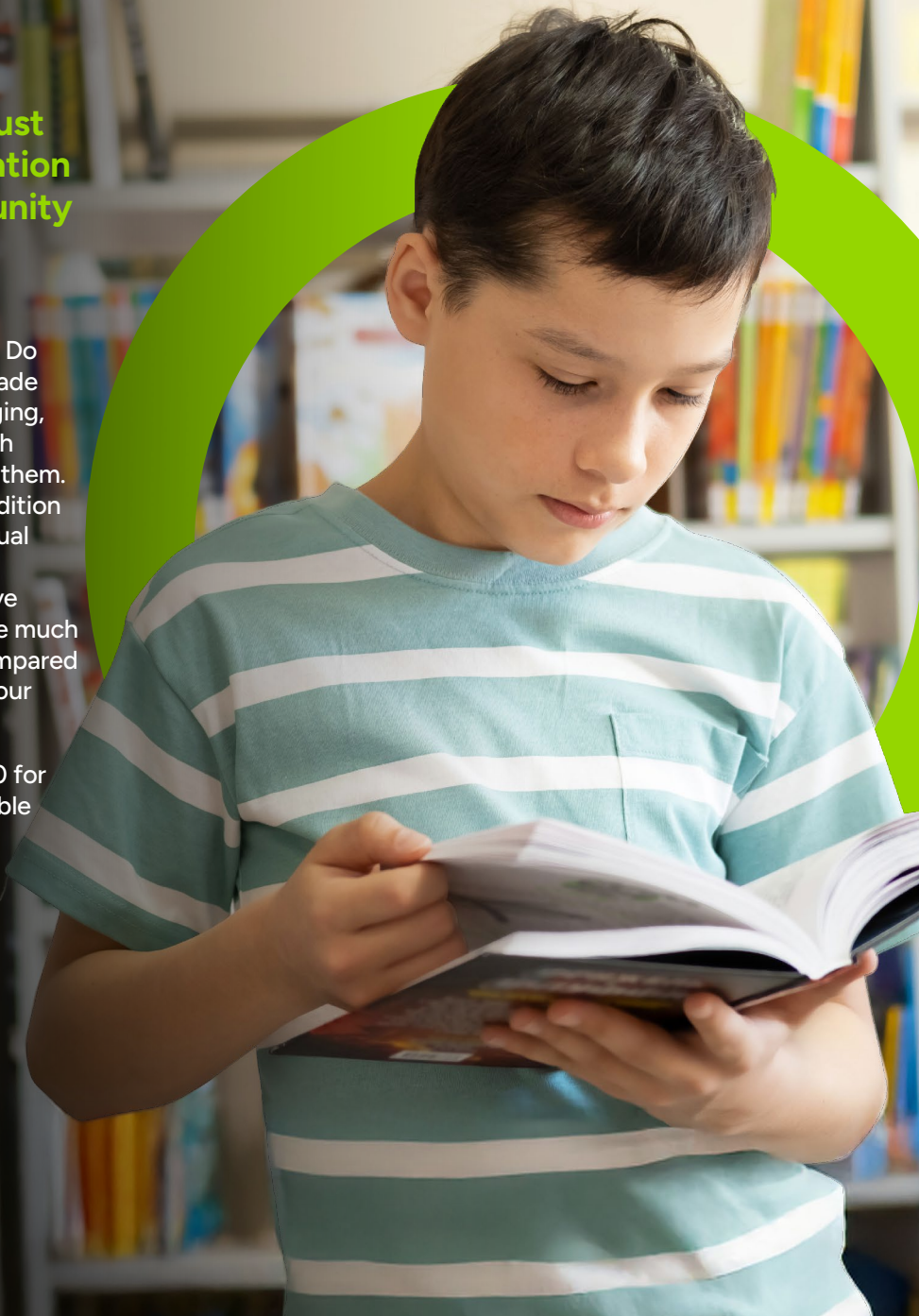


Books and supplies don't just benefit one person, a donation can enrich a whole community for years to come.

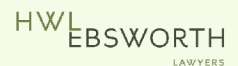
"Windermere Primary School recently received a wonderful donation of Anh Do books from Good360. Many of our Grade 5 and 6 students find reading challenging, but Anh Do's illustrated novels are both accessible and highly entertaining for them. These books have been a fantastic addition to our library, especially since our annual budget is quite limited. This generous donation means our students now have access to new, engaging texts that are much more suited to their reading levels compared to the older books that have been on our shelves for years.

We are incredibly grateful to Good360 for providing our students with this valuable reading opportunity. Thank you!"

Windermere Primary School



Thanks to our education partners, we have been able to help over 1.6 million Aussies in need.



Essentials turn houses into homes



3,272,184
people in need helped by receiving home goods



1,914,108
home items connected

Lifetime impact to 31 December 2024

A home is more than just a place to sleep - it's the foundation of comfort, security, and dignity. At Good360, we know how important everyday essentials like furniture, bedding, and kitchenware are in creating a safe and welcoming space, especially for families doing it tough. These items bring stability, restore dignity, and help make a house feel like home.

Right now, 1 in 8 Australians, including 1 in 6 children, are living below the poverty line¹. Rising costs and natural disasters are forcing families to make impossible choices, like skipping meals or going without heating, just to get by. For people recovering from homelessness, domestic violence, or disaster displacement, the cost of starting over can feel overwhelming. According to LJ Hooker, furnishing a new home costs around \$16,000², about a third of the annual minimum wage, making it out of reach for many.

That's where Good360 comes in. By connecting surplus goods from generous businesses to people in need, we help vulnerable families rebuild their lives. Through our network, people moving into a new home, often with nothing but the clothes on their backs, receive essential items like furniture, bedding, and white goods. These contributions ease financial pressure and help create a space that feels safe and truly their own.

The need is growing. **Today, 1 in 7 Australians can't afford basic home essentials, and over a third are struggling with housing costs³**. Good360 is here to help change that. Together with our partners and supporters, we're giving families the tools to rebuild, thrive, and create brighter futures.

Source:

1. https://povertyandinequality.acoss.org.au/wp-content/uploads/2023/03/Poverty-in-Australia-2023_Who-is-affected.pdf

2. <https://www.ljhooker.com.au/blog/moving-out-heres-a-guide-to-buying-furniture-for-moving-in>

3. <https://good360.org.au/good-news/still-the-lucky-country/>



\$60,000 worth of quality Harvey Norman furniture went to furnishing therapeutic homes for young people in Goulburn and Queanbeyan as well as homeless youth services in Nowra.

“CareSouth would like to give a big-hearted thank you to Harvey Norman and Good360 Australia for donating furniture to our programs.

A large wooden dining table, chairs, and ottoman went to Queanbeyan where CareSouth has set up a new home for a large sibling group. The five children, aged 4-12 years, were unable to be placed together in a foster care home. Instead, they have a purpose-built home to call their own, with staff (house parents) to take care of them 24/7. They love the dining table and said it makes them feel like royalty! They love being able to eat together each night.

Thank you Good360 and Harvey Norman. This donation has turned houses into much-loved homes, and we couldn't have done it without you.”

CareSouth



Thanks to our home partners, we have been able to help over 3.2 million Aussies in need.



Everyone deserves hygiene



1,543,108
people in need helped by receiving hygiene goods



1,152,901
hygiene items connected

Lifetime impact to 31 December 2024

Access to hygiene products is essential for health, well-being, and dignity. Yet, for many Australians, basics like soap, shampoo, deodorant, and sanitary products have become unaffordable luxuries. Good360 Australia works to bridge this gap, connecting vulnerable communities with these vital items. Hygiene poverty - being unable to afford daily hygiene products - is a hidden crisis.

Many households are forced to choose between heating, eating, and keeping clean. As the cost of living rises, this harsh reality is becoming more common.

In July, Good360 released the [Hygiene Poverty in Australia report](#), which shed light on this issue and revealed over 4 million Australians are living in hygiene poverty. It revealed how cost-of-living pressures push hygiene products out of reach, leading to difficult choices for struggling families. The report gained over 230 pieces of media coverage across TV, radio, print, and online, reaching millions of Australians and sparking much-needed conversations about hygiene poverty.

Living without these essentials impacts health, self-esteem, and participation in society. Hygiene poverty also often leads to other hardships, such as food or fuel poverty, creating a cycle that's hard to break. With 1 in 4 Australians saying they're "doing it tougher than ever before"¹ rising costs are making even the simplest items feel out of reach.

Good360 is committed to ensuring every Australian has access to hygiene essentials. Through partnerships and public support, we are helping make hygiene essentials accessible to all, because everyone deserves to live with dignity and health.

Source: <https://good360.org.au/good-news/one-in-four-doing-it-tougher-than-ever-before/>



Over 1 million hygiene items have gone to charities and schools Australia wide, with a constant demand for more.

“Receiving toiletry packs from Good360 has made a huge impact on the people we see who come to us for help. We have an older gentleman named Harry, he is 80 years old and he walks 40 minutes every Saturday to seek help from us, especially for toiletries specifically for products to help keep the sores on his legs clean to reduce the risk of infection as he doesn’t have access to healthcare.

We have people who see our tables and exclaim to us “Thank God you are here” and we have to say thank you to Good360 for providing us with much-needed products to hand out to our Street Friends to help keep them clean and healthy as they are forced to live on the streets.”

Street Care Inc



Hygiene Poverty in Australia
Impact Report July 2024



Read our report on the impact of hygiene poverty in Australia

Thanks to our hygiene partners, over 1.5 million people were able to feel the dignity of being clean and keeping their house or premises sanitary.



Goods and the power of play

 **1,149,427**
people in need helped by receiving play goods

 **348,270**
play items connected
Lifetime impact to 31 December 2024

Play poverty is the lack of access to play resources due to financial hardship. It's a hidden yet profound challenge, impacting both children and adults. Without access to toys, games, or sports equipment, opportunities for creativity, social connection, and mental well-being are lost.

In December 2024, Good360 released the [Play Poverty in Australia report](#), highlighting the extent of this issue across the country. The report revealed how deeply play poverty affects vulnerable communities, especially during the festive season. For many families, Christmas 2024 brought added stress, with 1 in 2 Australians worried about affording presents and 1 in 4 bracing for their toughest Christmas yet.

Play is critical to healthy development. For children, it builds physical, cognitive, and social skills, helping them solve problems, express themselves, and thrive. For adults, play is an important outlet for stress relief, creativity, and emotional resilience. But for families already stretched to cover basic needs, the cost of toys, sports gear, and games can be out of reach. This means missing out on the joy and connection play brings, which can lead to feelings of exclusion and isolation.

Good360 is committed to addressing play poverty by working with our charity and donor network to connect brand-new play items with the families who need them most—because everyone deserves the chance to play.



Read our report on the impact of play poverty in Australia



Play essentials are often overlooked but the mental health benefits for all ages is well researched and vital to quality of life.

“With the latest Good360 order being delivered just before the school holidays, our creative staff have been inspired by the power of play. As the orders were being unpacked the team set about to create a range of engaging activities tailored to our therapeutic residential, kinship, and foster care programs.

There is an intangible magic shared as the items received in our most recent order are shared throughout our community. There is a joy that spreads as the children and carers participate in games, and along with laughter that rings through the air over shared experiences we are reminded of the positive impact Good360, and its donors have on the lives of those we walk alongside. There may be a power in play but there is a power in the kindness and generosity of Good360 and their donors.”

Infinity Community Solutions



Thanks to our play partners, we have been able to help over 1.1 million Aussies in need.



ashtabula



Harnessing technology to reduce need and waste

At Good360 Australia, we believe technology has the power to make a real difference. It's at the heart of everything we do, helping us connect brand-new surplus goods with people in need, reduce waste, and create a lasting impact across the country.

With a network of over 4,700 charities and disadvantaged schools, our tech-driven approach allows us to scale, adapt, and make it easier than ever for our members to access the essentials their communities need. Every minute, we help connect goods to 1.5 people in need. Thanks to our end-to-end logistics and e-commerce marketplace, charities and schools can browse and request items 24/7 making the process simple, convenient, and accessible.

But for us, technology isn't just about efficiency - it's about impact. We're always improving our systems to ensure the right products reach the right people at the right time, reducing mis-orders and allowing our members to get exactly what they need.

That's why we're excited to launch our enhanced e-commerce platform in January 2025. This new system is a game-changer, offering a more personalised experience by tailoring product

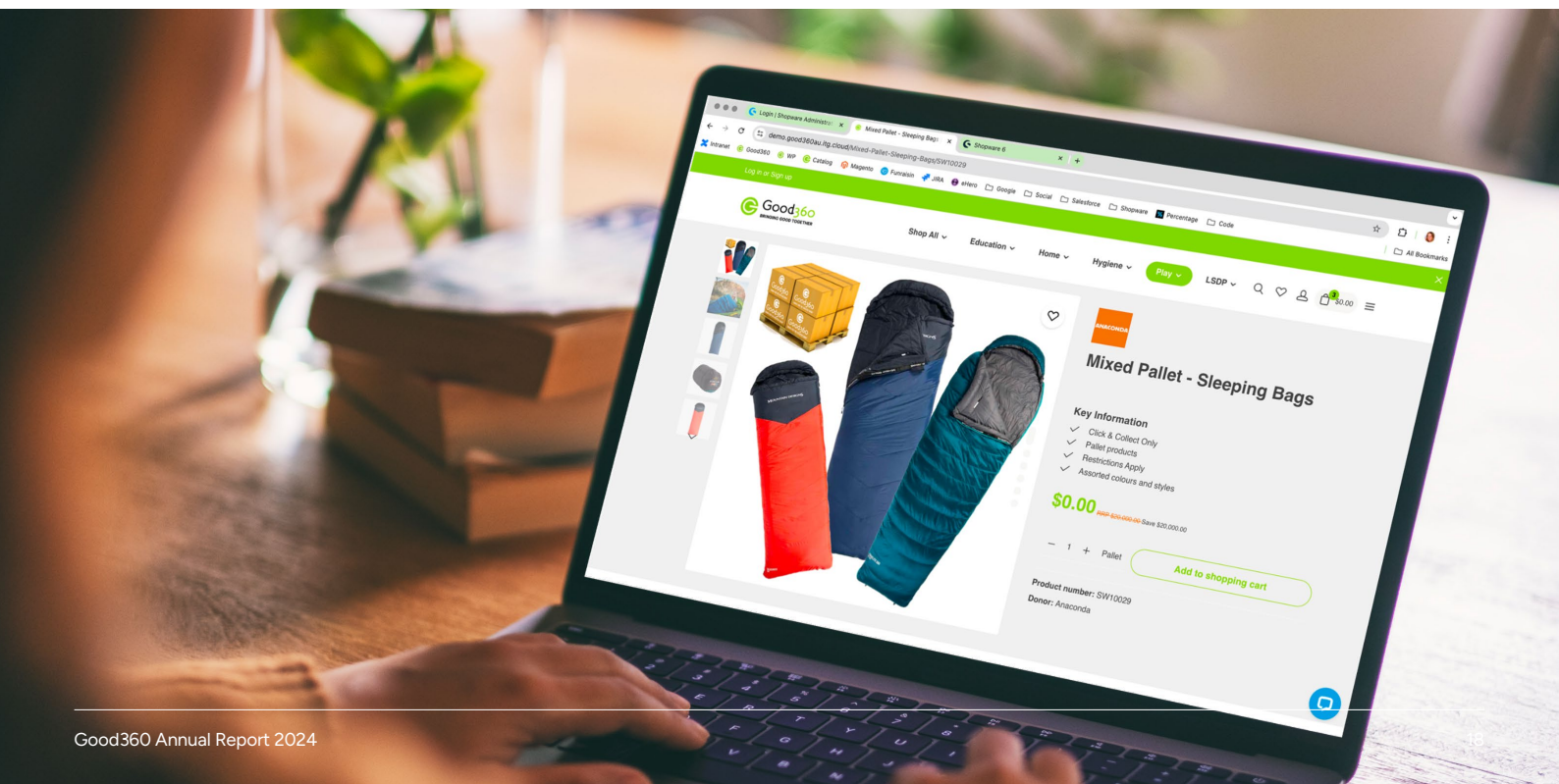
selections based on member data. This means users will see the most relevant products first, making the shopping process smoother, more efficient, and more impactful.

Our technology also helps our team work smarter, improving communication and collaboration so we can better support our members. By staying agile and continuously refining our systems, we can meet the fast-paced demands of the modern world while keeping our platform user-friendly and accessible to all levels of technical literacy.

At the core of it all, Good360 exists to ensure more people get the essentials they need while keeping perfectly good products from waste. As we look ahead, we're committed to investing in cutting-edge technology to expand our reach, simplify sourcing for our charity and school members, and continue building a more sustainable future.

"2024 has been an incredible, busy year for our small but passionate technology and digital teams. We have launched a number of new tech solutions and continue to iterate and build. These next steps in our journey are not just about technology—they're about making a lasting difference for the communities we serve and the planet we share."

Letitia Shepherd, Chief Experience Officer





Thanks to our freight partners, we have been able to help over 4.6 million Aussies in need.



Delivering goods to remote areas thanks to the Partner Pallet Network



Our Partner Pallet Network (PPN) is a cornerstone of Good360's distribution model, enabling us to connect pallets of brand-new goods with members across Australia, including the most remote and rural communities for free! Through the generous support of delivery partners Northline, Cochrane's, Centurion, and DHL, we are able to deliver essential products to members nationwide, including communities in the most isolated, rural areas, completely free of charge.

This network is a game-changer for our charity and disadvantaged school members. By removing the financial burden of shipping costs, the PPN empowers our members to direct more of their limited budgets toward vital programs and services, making a real difference where it matters most.

For rural and remote communities, where the challenges of distance and cost can often isolate them from support, the PPN ensures that help reaches their doorsteps so no one is left behind.

We are deeply grateful for our freight partners, whose generosity and commitment enable us to extend our reach further than ever before. However, there are still communities waiting to benefit from our support. If you or your organisation would like to help us ship pallets of life-changing goods to every corner of Australia, either through freight or funding, we invite you to join us so no community is left excluded. Contact us today at corporatepartnerships@good360.org.au.

Bridging the Digital Divide in 2024

In today's digital world, access to technology is essential, not a luxury. But for 1 in 4 Australians, digital exclusion is a daily reality, cutting them off from education, jobs, and connection. At Good360, we believe everyone deserves access to technology, and in 2024, we took big steps to tackle this issue.

National Device Bank

This year, we launched the National Device Bank (NDB) in partnership with WorkVentures and Good Things Australia. It's a game-changing initiative to repurpose devices refreshed every 3-4 years by Australian companies and government agencies. Instead of ending up in landfill or being sold overseas, these laptops, tablets, and mobiles are refurbished locally and kept in Australia to help people in need.

The NDB not only bridges the digital divide but also reduces e-waste, giving technology a second life and supporting environmental sustainability.

Supporting Communities Through Technology

In March 2024, with Qantas Regional Grants and the Consortium of Neighbourhood Centres, we distributed 100 refurbished laptops to flood-affected communities in the Northern Rivers. Thanks to Optus, each recipient also received prepaid SIM cards and dongles, providing a year of internet access. Seeing how these tools helped people rebuild their lives and stay connected was truly inspiring.

Grants Powering Change

In 2024, grants from organisations such as the City of Sydney, City of Melbourne, Liverpool City Council, and DOOLEYS Lidcombe Catholic Club enabled us to connect over 1,200 devices to communities across Australia worth over \$1,000,000. These contributions were instrumental in helping us reach vulnerable populations, demonstrating the collective power of partnerships in addressing digital exclusion.

Let's Make a Difference in 2025

The demand is clear: our charity and disadvantaged school members have requested over 19,000 devices. Can your business help us meet this demand? Donate your five-year-old (or newer) devices and be part of the solution. Email Mike at mike@good360.org.au or visit good360.org.au/digital-divide/laptop-launchpad-donor-pledge to learn more.

Thank you for helping us bridge the Digital Divide:



Thank you for funding crucial digital connection:



In 2024 alone, Optus connected over \$5.6 million worth of data to communities in need.

"Laptops, complete with dongles and SIM cards to provide a year of data, have been provided to children and youths in foster and residential care at no cost thanks to the generous support of Good360 and Optus. The devices will help young people in country South Australia engage in formal education and other learning opportunities, as well as connect to web-based services. Mount Gambier foster carer Lynette said one of the laptops provided for a primary school-aged child in her care would help with their education. "They will be over the moon at the opportunity to have access to their personal computer for school work and to access educational resources," she said."

Angilcan Community Care Inc - Mt Gambier

"The provision of these SIM cards has been a life changer and lifesaver for some of our more complex needs clients. Some of our clients required assistance with moving away from an environment of domestic violence and being able to change phone numbers and start fresh has been a positive. Some cards were provided to clients' children who were moving to new high schools and needing to use public transport. Their parents could now keep in contact with their children. The data available with the cards has enabled some clients to continue their studies. Easing the financial burden for our clients is a high priority.

We are truly thankful for the support and contribution from Good360 and Optus"

Karitane





EveryOne Day

On October 17, Good360 Australia proudly celebrated our second EveryOne Day, our annual fundraiser to help gift a future for people and our planet. In 2024, our Circle of Good's generosity will help us support 87,488 people in need.

We were grateful to have the support of our major partner, Harvey Norman, and key partners IKEA Australia and Blackstone, working together to grow and strengthen our Circle of Good. Good360 also had the support of numerous other partners in the retail and media sectors, as well as participating businesses that contributed donations from sales throughout the month of October.

In the lead-up to the campaign period, Good360 distributed a needs survey to our charity and school members to better understand the demand for non-food aid in vulnerable communities with the results detailed in the [Good360 Communities in Need report](#). Over 500 members responded, revealing a shocking **82% noting that community demand for non-food aid has never been higher, with 65% of respondents not having enough donated goods to meet their communities' needs.**

The results of the survey attracted over 760 pieces of media coverage across TV, radio and online. Additionally, Good360 received generous pro bono media support from Cartology, oOh!Media, QMS, Stocklands, ARN and Newscorp. This provided invaluable platforms to raise awareness

and effectively communicate the purpose behind EveryOne Day, to ensure we could secure the support to expand and reach more vulnerable communities Australia-wide. On EveryOne Day, Good360 also hosted a packing activity at Stockland Shellharbour, offering the public a hands-on experience to pack bags of essential items for local families in need. Empower packs filled with toys, stationery, hygiene products, books and more were distributed to two local charities to support their communities: Family Services Australia and Gawura Aboriginal Corporation.

The event also provided Good360 with a valuable opportunity to promote our amazing EveryOne Day t-shirts generously donated by Gildan Brands Australia and designed by the talented Tim Travers. The timeless design of the t-shirt facilitated continuous donations throughout the entirety of the campaign period, with each shirt connecting up to \$400 worth of brand-new essentials to vulnerable communities. By wearing the t-shirts, individuals became ambassadors for the cause, spreading the message of "people and planet" beyond the campaign's timeline.

Good360 Australia is filled with immense pride and joy at the collective efforts and actions towards EveryOne Day. Since our inaugural EveryOne Day in 2023 we have helped over 200,000 people Australia-wide. We extend our heartfelt thanks and warmest appreciation to everyone who contributed - you have truly made a difference!

If your business is interested in making a difference with Good360 Australia, reach out to corporatepartnerships@good360.org.au to see how you can get involved in 2025.



In the media

2024 was a transformative year for Good360 Australia in the media, amplifying our mission to support vulnerable communities and tackle pressing social challenges.

We secured over 1,240 media mentions (with over 29 million 'opportunities to view') across critical issues including the ongoing cost-of-living crisis, hygiene poverty, the unprecedented demand for non-food aid from our charity and disadvantaged school members, to play poverty and the emotional and physical toll on families. Our work was featured across major media outlets, allowing us to reach more audiences and educate them about these critical concerns. None of this would have been possible without the expertise and support of Kaizen PR + Communications. Their efforts ensured our voice reached audiences across the country, inspiring action and fostering understanding of the challenges faced by vulnerable Australians.

We're proud of the impact achieved in 2024 and remain committed to driving awareness, resilience, and change in the years ahead.

Good360 Inner Circle, one year on

One year ago, we launched the Good360 Inner Circle, a structured pledge and recognition program designed to support businesses that share our vision of a zero-waste, high-impact future. This initiative was co-designed with our industry and retail partners to recognise and celebrate businesses on their own sustainability journeys while contributing to a collective movement of reducing both need and waste in Australian communities.

We're proud to mark this milestone alongside our twelve founding partners, who have demonstrated a strong commitment to sustainability and social impact. Through product and cash donations, staff volunteering, and advocacy, these businesses are leading the way in embedding circular economy principles into their everyday operations.

By working together, we are making a difference ensuring usable goods find purpose, waste is minimised, and people in need receive essential support. As we look ahead, we're excited to continue growing the Good360 Inner Circle and driving even greater impact for both people and our planet.



The Good360 team

Our team members shine as our most valuable asset. With unwavering passion, they unite under a shared purpose - to make good happen! The Good360 team is a spirited collective that consistently generates a profound impact on countless Australians. Throughout 2024, their dedication was tireless as they connected essential goods with the growing number of Australians seeking support amid the cost-of-living challenges. During this time, we also proudly welcomed 6 new team members.

Nurturing the well-being and growth of our team remains paramount, and we take pride in cultivating a vibrant, secure, and inclusive work environment.

Good360 works hard to create a fun, safe, and inclusive work environment for the whole team:



Extra leave days

Good360 provides extra leave days to our staff members for their birthdays and during Christmas as a thank you for all their hard work throughout the year.



Commitment to staff development

Good360 is committed to training our staff and developing skills to broaden their careers. We provide weekly updates to all the staff and host Town Halls twice a year to keep the team informed and educated on new technologies and processes.



Equality and Diversity

Good360 is an equal opportunity employer. We promote diversity and inclusion in all our hiring practices and volunteer opportunities.

Board of Directors



Matt Barnett

Board Chair



Alison Covington AM

Founder & Managing Director



Jessica Cameron

Chief Operating Officer/
Company Secretary



Peter Birtles

Non-Executive Director



Camilla Collins

Non-Executive Director



Brendon Cook OAM

Non-Executive Director



Helen Hamilton-James

Non-Executive Director



Kieran Harbrow

Non-Executive Director



Peter Knock

Non-Executive Director



David Walker

Non-Executive Director
(From February 2024)



Lauren Williams

Non-Executive Director

Volunteers

Our corporate volunteers have been essential in moving pallets of brand-new goods out of our ReDistribution Centre throughout 2024. We are extremely grateful for them for choosing to volunteer their time with Good360 to connect brand-new goods with charities and schools across Australia

Thank you to our corporate volunteers:

Abacus Group	Cisco	Fresenius	Likewise	RAS & AG
Amex	CreditCorp	Medical Care	Microsoft	NSW Ribbon
AMP Bank	Deloitte	Gildan	Monday.com	Communications
AMP Foundation	DHL	Goodman	Moorup	Salesforce
Asurion	DocuSign	Gordon Brothers	Optus	Zurich
Commonwealth Bank of Australia	doTERRA	Insignia Financial	Quinton Anthony	



Thank you to our product donors



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| Access Corporate | Cole Supplies | Government of SA Dept for Infrastructure and Transport | Nottage International | Schneider Electric |
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| Adventure Operations | CompNow | Hachette Australia Pty Ltd | Oobi | Shoes & Sox |
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| Allen & Unwin Book Publishers | David Jones Limited | Harvey Norman | Organise and Store | Sircel |
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| Ampar Pty Ltd t/a Baby Wonder | Days for Girls | HealthShare NSW | OZ Design | Storage King |
| Anne Michelle Fashions Pty Ltd | Dettol | Honeycomb Agency | Ozsale (The Mysale Group) | Stylevue Pty Limited |
| Ashtabula | Deus Ex Machina Motorcycles Pty Ltd | HWL Ebsworth | Pan Macmillan Australia | Sunshades Eyewear Pty Ltd |
| Asia Link Source Pty Ltd | Domayne Hire WA | IKEA Pty Limited | Paper Scissors Rock | Sustainable Organics |
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| Blooms The Chemist | French Chamber of Commerce | Koh | Qantas | Vanilla Sugar |
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| Body Ice Pty Ltd | Gifts to Give Pty Ltd | Lack Of Color | RAS Foundation Limited (RASFL) | WaterWipes Australia |
| Bona Australia Pty Ltd | Gildan Brands Australia Pty Ltd | LEGO Australia | Reckitt-Benckiser | Wella Australia |
| Booktopia Pty Ltd | Give Back Health | Likewise | Renovatio Bioscience Pty Ltd | White Glo |
| Box of Books | Gojo Australasia Pty Ltd | McPherson's Consumer Products | Repurpose It Pty Ltd | Winc Australia Pty Ltd |
| Brolly Sheets Limited | | Moorup Technology Pty Ltd | Rogue Beauty | Wooahoo Body (The Happy You Company Pty Ltd) |
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work.
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www.good360.org.au

#good360australia #circleofgood #bringinggoodtogether

