

Everyone deserves a safe home

Good360's role in fighting
material deprivation

Impact Report April 2025

Imagine living in a house without the comforts of home.



What does it mean to live without home essentials?

Living without home essentials means navigating daily life without the basic items that make a home safe, functional, and comfortable. This can be referred to as “material deprivation”. Simple tasks like cooking, cleaning, or getting a good night’s sleep become harder, adding stress and uncertainty for individuals and households.



Summary

New research¹ from Good360 Australia reveals:



Over 9.1 million Australians (34%) say the cost-of-living crisis feels worse for them and their family than it did at the same time last year.¹



5.3 million Australians (20%) have recently skipped buying clothing or shoes for themselves or their families because they cannot afford it.¹



1 in 7 (14%) say that the stress of the ongoing cost-of-living crisis is negatively impacting their mental health and wellbeing.¹



Additionally:

The benefits afforded by receiving household essentials like furniture, for example, allow recipients to be able to spend more time pursuing other goals, such as gaining employment, community participation and increasing wellbeing.⁸



Charitable organisations play an important role in supporting people with brand-new home goods. In the first 3 months of 2025, we've connected over \$2.6 million worth of home items to people in need through our member network.

Introduction

Everyone deserves a safe, comfortable home, but for many communities, even the most basic household essentials are out of reach.

This reality, sometimes called “material deprivation”, is an overlooked challenge faced by many Australians. Material deprivation occurs when people do not have and cannot afford items or activities widely regarded as essential for participating fully in society.² It’s not just about missing out on material goods—it’s about dignity, comfort, and the ability to fully participate in everyday life.

What does this look like?

- › A family sleeping on makeshift bedding because they can’t afford a proper bed.
- › A single parent struggling to prepare nutritious meals without essential cookware and appliances.
- › A child struggling to get a good night’s sleep without a proper bed.
- › A home feeling incomplete or temporary because there’s no furniture for comfort, communal living, or storage.

Affording brand-new home essentials simply isn’t possible for many people experiencing disadvantage. But **there are ways to ensure households have access to the essentials that make a house feel like home. Good360 Australia works with businesses and charities to help make this happen.** By ensuring brand-new household goods reach the people who need them most, people can create homes that are safe, functional, and full of possibilities.

This lack of access, which many of us can take for granted, can impact daily life, wellbeing and a sense of stability.

Households are missing out on essential home items, including:

- › Mattresses and bedding
- › Furniture
- › Cookware and kitchen essentials
- › Small appliances
- › Whitegoods
- › Clothing and footwear
- › Pet supplies
- › Digital connectivity for the home

Good360 Australia is bringing together national research and stories from our charity network to highlight the challenges of affording home essentials. Our findings reveal the reality that many Australians face and explore ways we can work together to ensure every household has what they need to create a safe, comfortable, and functional home.

“Helping Hands Mission is a local charity that works to provide emergency food aid and material aid to families in need. Demand for aid is at an all-time high, with over 150 families a day visiting us for support. Our material aid program utilises donations of second-hand furniture and white goods which we match up to meet specific requests. Thanks to an amazing donation from IKEA, for the first time we have been able to provide clients with access to brand new items – for one recipient this was the first time they had ever received a brand new item.”

Helping Hands Mission Inc
Good360 member



Over 2.9 million
Australians (11%) *can't*
afford the essentials
their family needs to
live comfortably at
home.¹

This *lack of access*
which many of us
take for granted,
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The bigger picture

Many Australians are struggling to afford the basics, with the rising cost of living making it harder to keep up with everyday essentials. Living in poverty means not having the financial resources to meet socially accepted living standards, and for many, that includes going without essential home items.

Some groups are feeling the pressure even more. Single parents, First Nations peoples, carers, and households with disability are more likely to experience financial hardship. The NCOSS Cost of Living in NSW 2024 report shows that people on low incomes are struggling to cover basic housing, food, medical costs, and utilities.⁸ Many parents are making difficult sacrifices, including cutting back on healthcare for themselves and their children.

As financial strain worsens, material deprivation is becoming more common, with households forced to go without furniture, appliances, and other necessities. When people lack these essentials, it affects their daily lives, their well-being, and their ability to feel at home.

Access to essential items helps people maintain dignity, stability, and a sense of security in their daily lives. Ensuring communities have what they need is a crucial step toward a fairer future for all.

“It’s been significantly harder to make mortgage repayments and therefore requiring to cut down on discretionary spending. Food, electricity and gas payments have also become less affordable.”

Single person without dependent children, Sydney City and Inner South, NCOSS Report

Having a roof over your head is just the beginning of creating a real home. A home provides comfort, security, and a sense of belonging.⁸ But for many people transitioning from homelessness or facing financial hardship, securing housing isn’t enough. Without furniture and essential household items, a house can feel empty, cold, and isolating.

Furniture and home essentials help create stability, identity, and pride. They allow people to invite friends and family over, strengthening social connections. They also improve mental and physical well-being, giving people the foundation to focus on education, employment, and other life goals.

“We rely on donations and funding to replace common area furnishings that are beyond reach of our tenants or us to purchase. Any help for our aging patients to get new furnishings would mean a lot to their general wellbeing, pride in their homes and comfort. It would mean they can invite friends and family over and spend time with the people of their choosing.”

Good360 Network Member

Access to proper clothing is also critical, and is specifically noted in Article 25 of the Universal Declaration of Human Rights, “Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing...” Without adequate clothing, people face challenges beyond staying warm. Poorly fitting or damaged clothing can affect self-esteem, dignity, and safety. In extreme weather, improper clothing can have serious health consequences.¹⁰ For children, wearing worn-out or ill-fitting clothes can lead to bullying and reluctance to attend school.⁶

Ensuring people have the essentials they need supports their well-being and quality of life. By providing furniture, clothing, and home essentials, we help create spaces where people feel safe, supported, and ready to move forward.



Over 6,290,435 home goods have gone out since 2015, here's what our partners have to say about our work:



“At National Shelter, we believe in creating housing pathways to stability, dignity, and hope for individuals and families in need, and importantly our mission of housing security is critical to this. Good360 is an invaluable organisation in making this vision a reality for people in need across Australia. Their remarkable coordination and distribution of essential goods represent more than mere objects—they symbolise respect, care, and for many the belief in their potential to rebuild their lives. We are proud to support and collaborate with Good360 in creating a brighter future for all, one thoughtful act of generosity at a time.”

Karen Walsh, CEO, National Shelter



“Every home should be a place of comfort and dignity, but for many Australians, particularly people recovering from natural disaster or other crises, the basics are out of reach. Through our partnership with Good360, Harvey Norman has donated essential items like white goods, furniture and household appliances to help families create safe and comfortable homes. We're proud to see how these donations provide not just practical support, but also a sense of security and hope. Good360's model ensures these vital goods reach people who need them most.”

Katie Page, CEO, Harvey Norman



“We're incredibly grateful for the support Good360 receives from Harvey Norman and our generous network of retail and corporate partners. Every week we distribute thousands of essential household items such as appliances, furniture, bedding, clothing and utensils to charities and disadvantaged schools across the country, but we need more support to meet the growing demand.”

Alison Covington AM, Founder & Managing Director, Good360 Australia

49% of respondents said people were *asking for appliances like microwaves, fridges, and washing machines, while 43% said furniture and other household items were in demand.*⁵



“Thank you so much to Frank Konecny Centre for their generous donation of a brand-new fridge/freezer to a single mother of three who had been homeless for 12 months. The impact this has had on the family has made their Christmas 2024 the most joyful in quite some time as they feel blessed to not only have a home of their own, but can complete this fresh start with a beautiful new appliance that will remain with them for many years to come.”

Outreach Support Worker on receiving a donation from Good360 Member Frank Konecny Community Centre

Who is going without?

Across Australia, the rising cost of living is making it harder for people to afford even the basics. **34% of Australians say their financial situation feels worse now than it did a year ago. For many, this means tough choices—over five million people have recently skipped buying clothing or shoes for themselves or their family because they simply can’t afford them.**¹

Our new research reveals that women and young people in particular are doing it tough – with women (26% vs 14% of men) and Gen Z (30% vs 20% average) more likely to say they have recently skipped or postponed buying clothing or shoes because they can’t afford it. South Australians (32%) are also struggling more with material deprivation – with 19% saying they can’t afford ‘the essentials’ for living comfortably at home – compared to 11% nationally.

When Good360 Australia asked our member network about what items communities were requesting, household essentials ranked high on the list. Nearly half (49%) of respondents said people were asking for appliances like microwaves, fridges, and washing machines, while 43% said furniture and other household items were in demand.⁵

For people living in poverty, the cost of a fully furnished home can be overwhelming. Many have to make impossible trade-offs, sacrificing essentials like food, healthcare, or education just to afford the basics. Parents on low incomes, including those relying on JobSeeker, Parenting Payment, the Disability Support Pension or Youth Allowance, often struggle to provide their families with everything they need. Some report skipping medical appointments or going without vital healthcare because the financial strain is simply too great.⁸

Certain groups are at an even higher risk of material deprivation. Sole parents, First Nations peoples, and those renting—whether in social or private housing—are particularly vulnerable.¹ For these communities, the impact goes beyond just missing out on furniture or appliances. Living without essential items adds stress, makes daily life harder, and can contribute to long-term disadvantage.



20% recently skipped buying clothing or shoes for themselves or their family because they simply cannot afford them.¹

"Thank you for the amazing generosity of Good360 and BIG W! Our community centre in rural Tasmania held a gifting day to distribute new clothes to people that rarely have that opportunity. Seeing people's eyes light up, both young and old, was amazing. One single mum said "Thank you so much. I haven't had a new piece of clothing for such a long time. I feel human again." Simple things like this can impact people in a large way. Making people feel valued and lifting their spirits. Thank you again!"

ACTS Community Care Network Limited
CARE NETWORK LIMITED
Good360 Member

When asking the general public about their experiences affording home products, we found:



19% of Australians have recently had to cut back on food and healthcare to afford home essentials or clothing for their family.¹



17% of Australians have delayed or canceled plans to replace broken or worn-out household items because they can't afford them.¹

The impact of furnishing a home

A home should be a place of comfort, security, and connection, but for people experiencing material deprivation, an unfurnished or under-furnished home can feel anything but welcoming.

When a home lacks furniture, people often feel a stronger attachment to places that do, such as a shelter or a friend's house.⁹ These spaces provide not only physical comfort but also a sense of security and belonging. For children, growing up without home essentials can have lasting effects. Material deprivation, social exclusion, and homelessness are linked to higher rates of emotional and behavioural difficulties, struggles at school, and mental health challenges.⁷ Without a stable and functional home environment, children may face additional barriers to learning, social development, and overall well-being.⁸

The impact extends beyond individuals to their social connections. A home without furniture can make it difficult to host friends or family, leading to isolation and fewer opportunities to build relationships. Over time, this can weaken a person's sense of community and make it harder to access support networks.

Access to essential home items can help foster stability, strengthen social bonds, and provide a foundation for a better future. Ensuring that people have what they need at home helps create environments where they can feel secure, connected, and ready to thrive.

Donate to Good360 to ensure home essentials for people in need.



\$50 can provide \$1000 worth of home goods to someone fleeing domestic violence.



\$100 can give provide \$2,000 worth of home goods to a flood ravaged family.

Disaster recovery

When disaster strikes, communities are often left struggling to replace the essentials that make a house feel like home. Rebuilding costs can be overwhelming, especially with rising prices for tradespeople and materials. Grants may help, but they're often income-tested, leaving many without enough support. Insurance is also out of reach for many Australians, with high premiums forcing people to go without coverage.³ Without financial protection, replacing lost furniture, appliances, and household necessities can feel impossible. Good360 is always there in times of disaster, ensuring people have access to essential goods as they rebuild. Recovery takes time, and we continue supporting communities long after the initial crisis. By working with our charity and business partners, we help people restore comfort, stability, and a sense of home.

Our member network

Good360's charity and disadvantaged school members play a vital role in supporting people living without essential home products. They provide dignified access to brand-new furniture, appliances, and household items to help meet immediate needs and often serve as a gateway to broader support.

Our member network has connected 6,290,435 home items to people in need since 2015, supporting 1,625,201 people. In 2024 alone, over \$2.6 million worth of home items have been connected to people in need.



"In February Lismore was hit with a flood that wiped out our town. While we all scramble to rebuild our lives, Good360 and Sherman mattresses have been working together to help residents get a good night's sleep. Houses are still shells but people have no choice but to live in them. The donated mattresses have given people a chance to get a good night's sleep. Before delivering the Sherman mattresses people like Donna were sleeping in sleeping bags. The residents who received these mattresses were overwhelmed with gratitude. We may have delivered the mattresses but all credit goes to Good360 and Sherman for your generosity. Thank you so much."

Good360 Network Member

Donors already doing their part

Special thank you to our generous product donors, whose kindness has meant communities can access much-needed home essentials, providing hope and dignity.



Bedshed



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What can be done?

Our research highlights that people are looking to government and retailers to step up. Two in five Australians (39%) want the next Australian Government to make cost-of-living relief a top priority, with more than a quarter (27%) agreeing that governments should provide more support to ensure all Australians have access to home essentials. Many believe retailers should do more, with more than a third (34%) wanting businesses to donate unsold goods rather than letting them go to waste.

While our network has made an incredible impact in connecting home essentials to communities in need, there are still so many going without, impacting their physical and mental health and reducing their ability to engage with work, education and social opportunities.

It is clear that this is not a short-term crisis, but a long-term problem we cannot allow to become the new normal. We're calling on businesses, charities and governments to support our work in addressing material deprivation – and reducing both need and waste in Australia.

We can all play a role to provide essential home goods to people in need in Australia:



Donate home products

Retailers, manufacturers and brands with home products to donate can contact corporatepartnerships@good360.org.au



Join our network to access home products

Charities and disadvantaged schools can join our network for free to access home products to support local communities. Register at <https://good360.org.au/get-the-goods/>



Donate money

to help support Good360 Australia, because everyone deserves access to life's essentials. Donate today at <https://give.good360.org.au/impact-area-home/>



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A note from our Founder and Managing Director



“Australians are making heartbreaking sacrifices just to keep their households running. This is more than just an economic issue, it’s a crisis affecting people’s quality of life, mental wellbeing and dignity.

Access to basic necessities is crucial for empowering our most vulnerable people, providing them with a sense of security, comfort and hope. This crisis requires a collective response to supporting struggling households. We know that billions of dollars’ worth of unsold household essentials are wasted each year. These are goods that can be efficiently redirected to charities and communities across the country to help people in need, now. Whether it’s greater government support for essential non-food aid, or retailers taking a smarter approach to redirecting surplus goods and reducing waste, there’s so much that can and should be done.”

Alison Covington AM,
Good360 Australia Founder & MD

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About Good360 Australia:

Good360 Australia is the largest digital marketplace in Australia for the retail industry to donate unused and unsold consumer goods to people in need. Good360 is a connector – we distribute millions of new, unsold consumer goods like clothes, homewares, computers, appliances, furniture, toiletries and toys that have been donated by over 600 partners, to a network of over 4,700 charities and disadvantaged schools across Australia supporting people in need. The result is a Circle of Good that reduces need and waste in our communities, helping both people and our planet.



Be part of the Circle of Good.

For more information visit www.good360.org.au
or follow us @good360au

