

Annual Report

2025



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

To ensure no one in Australia goes without life's everyday essentials



Our mission

Every day our team help our charities and schools achieve even more with less, by:

- › **Increasing advocacy for need:**
Independent and trusted voice to increase awareness of need for every day essentials in our communities
- › **Donated new products to need:**
Very low cost quality products with an easy and convenient experience
- › **Wholesale high-need essentials:**
Consistent and reliable supply of low cost high need products



Our vision

An Australia where essential goods flow efficiently, equitably and sustainably, so everyone, no matter their circumstance, can access life's everyday essentials.



Year in review

A decade of impact, a future of opportunity

Ten years ago, Good360 Australia began with a simple belief: that brand-new goods should never go to waste when they can change someone's life.

From a small warehouse and a big idea, we have grown into a national logistics and digital infrastructure platform connecting surplus to need at scale. Today, someone receives essential goods from Good360 every five minutes of every day. Every carton, every pallet, every delivery represents dignity, relief, and hope for communities experiencing challenging times.

This milestone year has been one of looking back with gratitude and looking ahead with optimism.

A decade of solving two problems with one solution

This year, we revised [our report with Deloitte Access Economics](#) from 2022, which revealed \$2.5 billion worth of brand-new goods were wasted annually. In 2025, the rise of online shopping, returns, and unsold stock is adding even more to the mountain of waste, bringing the total estimate of goods wasted each year in Australia to a staggering \$4.5 billion.

Across Australia, demand for non-food material aid continues to reach record levels, driven by the rising cost of living and growing financial pressure on households. Our 2025 Communities in Need report confirms what we see daily:

- › 82% of charities and schools say demand for non-food aid has never been higher.
- › 69% do not have access to enough donated goods to meet community need.

As the national figure of people experiencing poverty increases to 1 in 7 ([ACOSS & UNSW](#)), Good360's role in providing non-food material aid is crucial now more than ever. We are bridging need and waste, ensuring that quality items such as clothing, hygiene products, furniture, technology, and play and education resources reach the communities who need them most.

Momentum that changes what's possible

2025 was defined by transformative milestones, including reaching \$500 million worth of brand-new goods connected to communities doing it tough.

In July, Minister for Social Services The Hon. Tanya Plibersek MP announced a boost in sector funding for organisations to support Australians doing it tough. For the first time, Good360 Australia has been included in this critical funding alongside food relief agencies, a landmark commitment validating the role material aid plays in building financial and social wellbeing for people experiencing poverty. We thank Minister Plibersek for as well as long time supporter, the Hon Chris Bowen MP, Member for McMahan and Minister for Climate Change and Energy, for his ongoing support and advocacy that enabled Good360 to access this previously unattainable funding Member for Cunningham Ms Alison Byrnes MP was also instrumental in securing this funding and we appreciate her years of partnership and commitment to our cause.

We were honoured to host a delegate from Good360 USA for a week in July, including CEO Cinira Baldi. This pivotal visit allowed us to deepen our partnership, share vital insights and align our collective ambition for addressing product poverty internationally. The insights gained reinforce our shared commitment to building a more effective global network for getting essential goods where they are needed most.

In September, we opened our pilot Good360 Community Hub at our Western Sydney ReDistribution Centre. Funded by Mouties Group via ClubGRANTS and supported by Wenty Leagues and IKEA Australia, who provided the design and assembly, the Hub gives charity and school partners a dignified retail-like space where people can select items that meet their needs, reinforcing choice, agency, and respect.

Lastly, we farewelled outgoing Chair Matt Barnett after more than seven years of tenure. Leading Good360 throughout a major period of growth, including disaster recovery, and lending his expertise in digital marketplaces and logistics, we are deeply grateful for his leadership and guidance and wish him the best of luck with his future endeavours. Good360 graciously welcomed James Atkins to the Board in March 2025, bringing over 25 years of experience as a Chair and Non-Executive Director and is the principal of Vantage Strategy. James brings vast experience in corporate strategy, governance, innovation and growth management.

These achievements reflect a growing recognition that Good360 is leading the way in addressing product poverty, forming a solid foundation to build upon and our ongoing digital transformation and scaling to meet growing demand within the community and not-for-profit sector.

Our impact is built on people

This tenth anniversary is not only a celebration of outcomes, but a celebration of the collective that made this all possible. Thank you to every volunteer who has packed a box, moved a pallet, or helped set up our systems during the early days. Thank you to every team member, past and present, who built Good360 from the ground up. To our charity and school partners who serve their communities with compassion, we are honoured to support your work. To our donors, funders, and corporate partners, your belief in our mission fuels our impact and strengthens communities.

Good360 succeeds because of the people who choose to give their time, resources, ingenuity, and heart.

Looking forward

As we enter our second decade, our opportunity for impact and ambition is bigger than ever. Good360 will continue to invest in technology, logistics, innovation, and crucial partnerships to scale our impact nationally. And most importantly, we will continue to centre dignity, because everyone deserves the goods they need to thrive.

Thank you for being part of our Circle of Good. Together, we are shaping a future where abundance is shared, not discarded.

With gratitude,



Alison Covington AM

Alison Covington AM
Founder & Managing Director



James Atkins

James Atkins
Board Chair

UN Sustainable Development Goals

The Sustainable Development Goals (SDGs) are the blueprint to achieve a better and more sustainable future for all. As a nonprofit marketplace and advocate for charities and schools, Good360 works towards creating real change and achieving these goals through our mission to ensure no one in Australia goes without life's everyday essentials.

Our work focuses on six key SDGs, bringing together corporates, governments, donors, charities and disadvantaged schools to ensure essential goods flow efficiently, equitably and sustainably to those who need them most.



1 No Poverty

Support Australians experiencing disadvantage by connecting them with essential goods.

Achievement to date: 598,405 people supported in 2025.



4 Quality Education

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

Achievement to date: Good360 has supported 1,495 schools and colleges in lower socioeconomic areas.



10 Reduced Inequalities

Address material poverty in Australia by sourcing and distributing goods efficiently, equitably and sustainably.

Achievement to date: \$59 million worth of goods connected to people in need.



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 642 businesses so far to connect surplus with need.



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.



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 4,742 Good360 member not for profits and disadvantaged schools supported nationwide.



Our impact

Lifetime impact to 31 December 2025

Helping people



5,214,766
people supported

People in need supported across 35+ cause areas

598,405 CY25



45,838,335
new items

Connected to people in need

2,561,686 CY25



4,742
charities

Not for profits and disadvantaged schools supported

1,415 CY25

Helping planet



7,887
tonnes diverted

Goods prevented from going to waste

394 CY25



\$184,838,236
disaster recovery

Worth of goods for immediate and long term disaster recovery

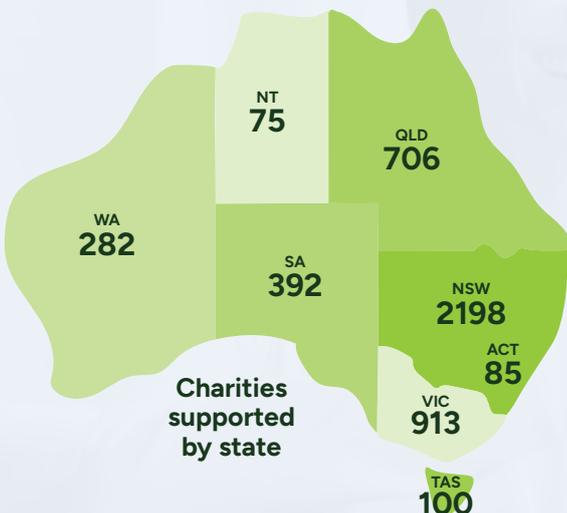
\$8,538,440 CY25



\$551,485,764
worth of goods

Back into the circular economy

\$62,948,520 CY25



Education

\$72.5M

worth of goods

\$14,317,036 CY25



Home

\$171.8M

worth of goods

\$15,198,766 CY25



Hygiene

\$167.6M

worth of goods

\$9,201,631 CY25



Play

\$49.9M

worth of goods

\$21,317,036 CY25

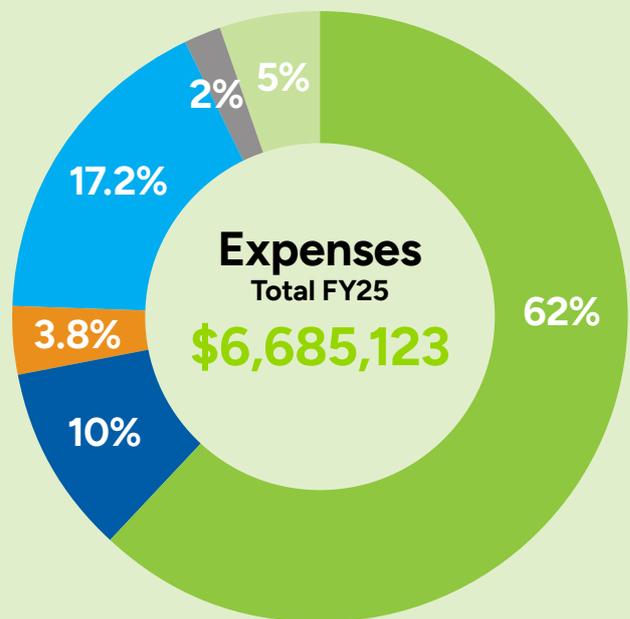
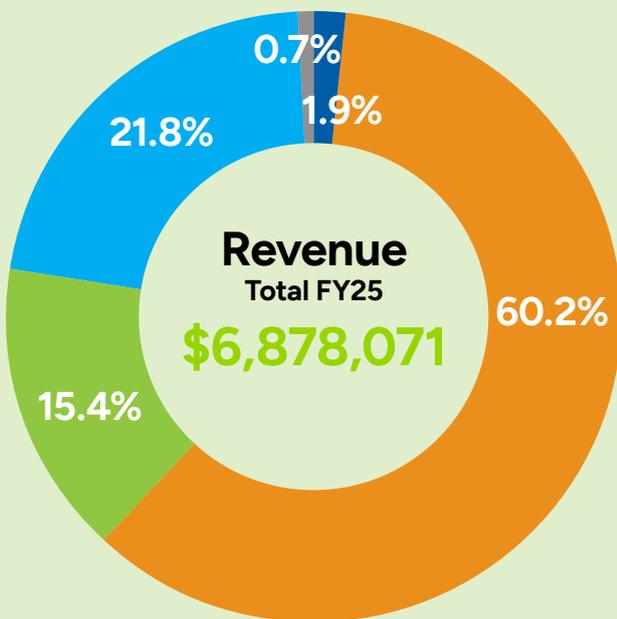
Financials

2025 marked Good360's 10th anniversary, celebrating \$500 million worth of brand-new goods diverted to Australians in need since 2015. Despite this milestone, the year presented significant challenges: operational costs rose sharply amid a deepening cost-of-living crisis that saw demand for non-food aid more than double compared to COVID-19 peaks.

In response, we executed a proactive organisational restructure, creating four streamlined departments and optimising our cost base to ensure long-term sustainability. Our digital transformation delivered measurable returns: our upgraded e-commerce platform launched in January 2025 reduced charity navigation time and streamlined the product processes.

We distributed 2.65 million items through 4,500+ charity and school partners, directly supporting over 605,000 vulnerable Australians. Looking ahead, we're transitioning to a more financially self-sustaining model by diversifying revenue streams and scaling our digital marketplace.

All of our expenses are dedicated to supporting our mission, to help charities and schools achieve even more with less by increasing advocacy for need and access to donated new products and wholesale high need essentials.



- Government grants and funding
- Philanthropy grants
- Donations and other
- Fee for service - Charity members
- Fee for service - Corporates

- Employment expenses
- IT services
- Distribution
- Warehouse and storage
- Marketing and Fundraising
- General & Admin

At Good360, we believe everyone deserves access to life's essentials. We connect items across Education, Home, Hygiene and Play, connecting brand-new donated goods with the people who need them most.



Education for opportunity

Education opens doors to opportunity, helping people of all ages grow into active, informed citizens. But too many Australians are missing out because they simply can't afford the basics.

From laptops and tablets to school supplies and backpacks, the costs add up quickly. For families already stretched thin, these essentials often become impossible choices. Research shows that students from lower socioeconomic backgrounds face significant barriers to accessing quality education, with many experiencing material deprivation that impacts their confidence and participation.

In 2025, we released our [Digital Access Report](#), exploring how the digital divide affects vulnerable communities across Australia. The report reveals that one in four Australians lacks access to essential technology, limiting their ability to learn, connect, and thrive in an increasingly digital world, and the limitations parents have in affording devices for kids going back to school. In 2025, we also had a number of funders including Freemasons Foundation Victoria, Liverpool City Council, and City of Sydney, contributing to digital divide projects across Australia. Through our network of product donors and charity partners, we're working to close this gap by connecting students and learners with the tools they need to succeed.

"I just wanted to send a huge thank you for the back-to-school backpack my daughter, Maya, received. Honestly, it's a massive help. Getting all the supplies at once is always a financial stressor this time of year, and the quality of the backpack and the supplies inside is fantastic. She was so excited about the new colored pencils! It truly makes a difference, and we really appreciate the community's support in making sure she starts the year ready to learn."*

Mission Australia Inala to Ipswich, Good360 member

Internet access is life changing



141,231
people supported
with education goods



361,858
education items
connected

CY2025 impact



Everyday living starts at home



151,988
people supported
with home goods



410,373
new home items
connected

CY2025 impact



A safe, comfortable home filled with everyday necessities shouldn't be a luxury.

Whether recovering from disaster, escaping domestic violence, or simply struggling with the rising cost of living, too many people are going without essential household items like furniture, bedding, clothing, appliances and kitchenware. These aren't just nice-to-haves, they're the foundation of stability, dignity, and well-being.

Our 2025 [Material Deprivation Report](#) shone a light on this hidden crisis, showing how families are being forced to make impossible choices between paying for utilities, keeping up with medical appointments, or replacing worn-out bedding and clothing. In 2025, we've continued connecting families with the home essentials they need to rebuild after crisis and create the safe, functional living spaces everyone deserves. Because recovery doesn't happen overnight, we're there for the long haul, helping turn houses back into homes, one essential item at a time.

"John, a 58-year-old man living with a severe auto-neurological condition. His illness made it difficult to maintain employment and pay rent, leaving him isolated and struggling to afford food and essentials. When John received hygiene products, clothing, and household items from our Good360 distribution, he expressed deep gratitude and relief. "It may seem like a small thing," John said, "but for me it meant someone cared. It gave me a reason to smile again." Through these donations, we're able to bring comfort, dignity, and hope to dozens of community members just like John."*

Home Beyond Home,
Good360 member

Hygiene for living with dignity

Imagine having to choose between heating, eating, or keeping clean. For over four million Australians, this isn't hypothetical - it's daily reality.

Hygiene poverty is a hidden crisis, with people going without basic essentials like soap, shampoo, toothpaste, deodorant, and cleaning products because they simply can't afford them.

The impacts go far beyond physical health, affecting mental wellbeing, social participation, and even employment opportunities.

Our 2025 [Hygiene Poverty Report](#) revealed the confronting truth: women and younger people are hit hardest, with many avoiding social events, missing work, or keeping children home from daycare due to a lack of hygiene essentials. Despite hopes that the cost-of-living crisis was easing, our 2025 findings confirmed that hygiene poverty remains widespread.

"Every Thursday we run the Wellbeing Project in partnership with other services - a community outreach delivering practical and inclusive, culturally responsive support to individuals and families experiencing homelessness, financial hardship or social isolation. In response to hygiene poverty, we handed out dental kits to spark conversations on taking care of our mouth and dental hygiene. One recipient said; "I don't have access to a shower right now and no hot water at home, this will help me stay clean."

**Cumberland Council,
Good360 member**



92,016
people supported
with hygiene goods



810,765
new hygiene
items connected

CY2025 impact



Play that brings joy



213,170
people supported
with play goods



978,690
new play items
connected

CY2025 impact



Lack of play affects wellbeing



Play is a fundamental role for people of all ages. Whether participating in sport, creating artworks, playing with toys or games, play builds confidence, creativity, and connection at every age.

For over 3.8 million Australians experiencing “play poverty,” even the simplest recreational items are out of reach. The cost-of-living crisis has turned what many take for granted into luxuries that families simply can’t afford, forcing more children and adults to spend time indoors instead of participating in the activities that support their emotional, physical, and social wellbeing.

Our 2025 [Play Poverty Report](#) explores how financial hardship creates barriers to play and recreation, with one in seven Australians unable to afford items needed to participate in sport or play. Through our donor partnerships, we’re working to bring joy, connection, and relief to families across Australia, because everyone deserves the chance to play, celebrate, and create happy memories together.

You have helped us bring real joy and pride to Aboriginal families who rarely have the chance to own something as special as a new pair of runners. Seeing parents and children light up when they lace up those shoes is a reminder of how powerful kindness can be.

Dr Steve Burroughs Foundation
Good360 member

It’s amazing how something as simple as LEGO can make such a big difference to a child who’s sick in hospital. When you’re stuck in a hospital bed, surrounded by machines and doctors, a small box of LEGO can become so much more, a world of imagination, distraction, and joy. It gives children something to focus on, something they can control and create when so much around them feels out of their hands. It sparks smiles, quiet moments of play. That’s why we love including LEGO in our packs because it’s not just a toy, it’s a little box of hope.

NSM Smiles2U,
Good360 member

Celebrating 10 Years of Making Good Happen



In 2025, we celebrated a major milestone with an event to match: Good360 Australia's 10th Anniversary.

It was an evening that captured everything Good360 stands for: community, collaboration, and the shared belief that brand-new goods can change lives.

Surrounded by our generous product donors, passionate network members, funders, Members of Parliament, Board, alumni and dedicated team, the event became a powerful reflection of what we have achieved together. The room buzzed with energy as stories of impact were shared, memories revisited, and new possibilities imagined.

Graciously hosted by our long-standing partners HLB Mann Judd, the evening featured reflections from Founder & Managing Director, Alison Covington AM, outgoing Board Chair Matt Barnett, and incoming Chair James Atkins, each acknowledging the collective effort behind a decade of growth and impact. We were also honoured to welcome the 47th Premier of NSW, The Hon. Chris Minns MP, who spoke to the longevity and importance of Good360's mission in supporting vulnerable communities.

We hosted esteemed guests, including The Hon. Paul Scully MP, Ms Alison Byrnes MP (representing Minister for the Environment and Water, Senator the Hon. Murray Watt), and Mr Jerome Laxale MP.

A highlight of the evening was hearing from those who experience the impact of Good360 firsthand, from businesses to charities. Heartfelt stories from Kris Ashpole (Goodman Foundation), Alberto Furlan (The Ian Potter Foundation), Cecilia Logan (RAS Foundation), Jake Pearson (Interchange Illawarra), and Peter Richmond (IKEA Australia) reminded us exactly why we do what we do. Our deepest thanks to Kim Kelloway and the incredible HLB Mann Judd team for bringing the celebration to life.

Thank you to everyone who has walked alongside us. Your belief in our mission fuels the next chapter. Here's to another decade of helping people and our planet.





Community Hub Launched

As part of Good360's 10th anniversary celebrations, we proudly opened our pilot Good360 Community Hub in September: a flagship space where charity workers can bring people in need to access brand-new essential goods with dignity, choice and a sense of belonging.

Designed to feel like a welcoming retail environment, the Hub brings our four impact areas, education, home, hygiene and play, together under one roof. It's a place where members can accompany their clients to select the items that best suit their needs, where dignity is prioritised, and where hope is restored through the simple power of choice.

This milestone was made possible through the generous support of our major funder Mounties Group, along with Wenty Leagues, IKEA Australia (who designed the layout,

donated furniture and merchandised the space), Interface (flooring), and Amphis (lighting).

At the launch, we were joined by Councillor Ola Hamed, Ms Alison Byrnes MP, and key partners including Harvey Norman, LEGO Group Australia, and community organisations like Liverpool Women's Health Centre and Zen Tea Lounge Foundation. Their presence reflected the shared commitment that makes our mission possible.



The Good360 team

Our people are the heart of Good360. In 2025, as demand continued to rise and more communities sought support, our team remains united by purpose: to make good happen.

With passion and persistence, they worked to connect brand-new essentials with people and communities facing increasing cost-of-living pressures. From major milestones to critical research and impact reporting, our team continued to show up with unwavering commitment. Their drive, creativity and compassion ensure that more people receive the dignity, choice and hope they deserve.

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



James Atkins
Board Chair
(Appointed March 2025)



Alison Covington AM
Founder and Managing Director



Jessica Cameron
Chief Operating Officer and
Company Secretary



Matt Barnett
Board Chair
(until July 2025)



Camilla Collins
Non-Executive Director



Brendon Cook OAM
Non-Executive Director



Helen Hamilton-James
Non-Executive Director



Kieran Harbrow
Non-Executive Director
(Until March 2025)



Peter Knock
Non-Executive Director
(Until March 2025)



Teresa Rendo
Non-Executive Director
(Appointed September 2025)



Brendan Sweeney
Non-Executive Director
(Appointed September 2025)



David Walker
Non-Executive Director



Lauren Williams
Non-Executive Director

Our product donors



OPTUS



Harvey Norman



DRAKE
INTERNATIONAL



GO-TO



K I N G

Vanilla Sugar



Bedshed

Breville

2SA Fulfillment
Acacium Group
ACCO Brands Australia
Adventure Operations
Aiden Darling Harbour
Amazon Commercial Services Pty Ltd
Amphis
Arcadia Merchandise Solutions Pty Ltd
Armada Accountants Pty Ltd
Asurion
Aura Wrap
Aussiesupps Pty Ltd
Australian Mentoring Services Pty Ltd
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Best & Less
Bic
BodyICE Pty Ltd
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Colgate-Palmolive

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Davie Group Pty Ltd
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Give Back Health
Gojo Australasia Pty Ltd
Golph Pty Ltd
Goodera
Goodman Property Services (Australia) Pty
Goodstart

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Kinect Solutions
Krazy Chameleon Pty Ltd
La La Land
LEGO Australia
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Leo's World Pty Ltd
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Likewize
Liky Homeware Pty Ltd
Linen House

Little Kalimba
Love To Dream
McPherson's Limited
Medline
Merlin Distribution
MNH Sustainable Cabin Services Pty Limited
Mont Marte
Mounties Group
NCC Apparel Pty Ltd
Nottage International
Nous Group
ORANGEinfinity Pty Ltd
Organise And Store
Original & Mineral (O&M)
Ozlf Qld Pty Ltd
Pankind
Pharmacare
Phoenix International Publications Australia Pty Ltd
Premium Apparel
Project Clothing Pty Ltd
Promo Brands
Regal Living International Group Pty Ltd

Salute Better Solutions Pty Ltd
SC Johnson & Son Pty Ltd
Sedgwick
Shoes & Sox
Simon & Schuster
Specsavers
Storage King
Sunshades Eyewear Pty Ltd
Symbion Health Ltd
Tempur Australia Pty Ltd
Thames & Hudson Australia Pty Ltd
The Promo Collective Pty Ltd
U. Games Australia Pty Ltd
Until Pty Ltd
Vimwood Australia Pty Ltd
Waterwipes Australia Pty Ltd
Wella Australia Pty Ltd
White Glo Australia
Wizjam Pty Ltd
Woohoo Body (The Happy You Company Pty Ltd)
Workwear Group

Our funders



**Charles and Cornelia
Goode Foundation**



**Collier
Charitable
Fund**

**Unsworth
Foundation**



Funded by the Australian
Government Department of
Social Services

Atradius Collections Pty Ltd

Bedshed

Bendigo and Adelaide Bank

Birtles Family Foundation

Canterbury-Bankstown Council

CHEP Australia Ltd

Cumberland City Council

Datt Family Foundation

Directors Australia

doTERRA Healing
Hands Foundation

Drake International

eBay

Ego Pharmaceuticals Pty Ltd

Garrang Wilam Primary School

IKEA Australia Pty Ltd

King Living Foundation

Koh Australia Pty Ltd

Large Format
Retail Association

LEGO Australia

Leo's World Pty Ltd

Lifecycle Plus

Love to Dream

Nestlé Purina
Petcare Australia

Play for Purpose

Results Legal Pty Ltd

Roden Family Foundation

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SC Johnson

Shopware US, Inc.

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Storage King

The Lions Club of Figtree

Vanilla Sugar Pty Ltd

Wenty Leagues Club

Pro bono supporters



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