

Media Release – Tuesday 1 October 2024

Community demand for non-food aid reaches record high amid cost of living crisis

New research from leading charity [Good360 Australia](#) reveals an unprecedented surge in community demand for non-food aid, with 82% of charities¹ reporting that demand for essential items like hygiene products, clothing, furniture and education supplies is higher than ever before. As the cost of living crisis continues to impact Australians, 84% of charities across Australia expect the year ahead to be tougher and the demand for non-food aid to increase further.

The **Good360 Australia *Communities in Need Report*** features new research into the concerns and challenges of charities and disadvantaged schools nationwide, alongside Good360's latest donation data, and paints a stark picture of the impact the cost of living crisis is having across Australia. With 65% of charities unable to meet the demand for non-food aid in their communities and 60% witnessing a broader range of people needing support, the findings underscore the critical and growing need for non-food aid.

Good360 donation data reveals a 40% surge in the value of new, donated essential items delivered to people in need via Good360's charity network in the last financial year², the highest on record. In addition, Good360 saw an 11% increase in charities and schools seeking support³, highlighting the escalating need in the community.

The research also reveals the types of items in highest demand, with personal hygiene products (76%), clothing (72%), and educational supplies (69%) topping the list.

Alison Covington AM, Founder and Managing Director of Good360 Australia, says the findings emphasise the urgency of addressing the rising demand for non-food aid.

"The cost of living crisis is pushing more Australians to the brink, and we are seeing a significant increase in the number of people turning to charities for help. The reality is that our communities need more than just food; they need everyday essentials that contribute to a dignified life.

"It's not just the volume of need that's concerning, but the fact that 58% of charities have reported a rise in people seeking help for the first time. We need to do more to ensure that all Australians, regardless of their circumstances, have access to the essentials. This includes items to support personal hygiene, for education, for living comfortably at home, and for play," said Ms Covington.

Looking ahead, the research found that deteriorating economic conditions and the cost of living tops the list of charity concerns (89%), followed by declining donations and fundraising challenges (65%) and not having enough donated goods to support people in need (62%). It also found that 89% of charities surveyed think governments could be doing more to help people in need, while 85% believe retailers and businesses could be doing more (e.g. by donating excess or unsold goods).

¹ Online survey of 504 charities and disadvantaged school across Australia conducted by Good360 Australia in August 2024

² Total RRP of donated items delivered Good360's national network of charities and schools - \$61m in FY24 compared to \$44m in FY23

³ Number of non-food aid orders via the Good360 platform compared to FY23

With more Australians facing hardship, Good360 is encouraging Australians to come together this month to help alleviate the crisis.

“The situation is becoming increasingly untenable for so many Australians,” said Ms Covington.

“Meanwhile we know that \$2.5 billion of unsold essential household goods are unnecessarily wasted each year⁴. There’s so much more we can be to reduce both need and waste in our community, including by working with more retailers to donate more excess or unsold goods to people who need it most.

“EveryOne Day, our annual, national fundraising campaign on 17 October is a crucial part of this effort. Every \$1 raised helps deliver \$20 worth of unsold brand new goods from retailers to people in need. We’re excited to have Harvey Norman on board as major partner, alongside the support of leading retailers and brands.

“There are many ways that people can get involved. Together, we can make a real difference to the lives of Australians doing it tough, while also reducing waste,” Ms Covington said.

Good360 is the largest digital marketplace in Australia for the retail industry to donate new, unsold consumer goods to people in need with the charity supporting a network of over 4,500 charities and disadvantaged schools across Australia. To find out more about EveryOne Day 2024 visit www.everyoneday.org.au.

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To arrange an interview with Alison Covington AM, Founder and Managing Director of Good360 Australia, contact:

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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, appliances, compliances, furniture, toiletries and toys that have been donated by our 600 partners, to a network of over 4,500 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. www.good360.org.au

About EveryOne Day 2024: Good360 Australia is raising much needed funds to support our work connecting essential items to Australians in need. October 17 is EveryOne Day, where every \$1 raised helps deliver \$20 worth of unsold brand-new goods to people in need all across Australia - including clothing, toiletries, mattresses, furniture, computers, education supplies, and toys. The proceeds from EveryOne Day go towards supporting charities and disadvantaged schools Australia-wide. There are so many ways to be a part of EveryOne Day. Get involved: www.everyoneday.org.au

⁴ Report by [Deloitte Access Economics](#) (2022) commissioned by Good360 Australia

Supporting comments from Good360 Australia partners:

Harvey Norman – EveryOne Day major partner for 2024

Harvey Norman CEO Katie Page says: “Harvey Norman is proud to be the major partner for EveryOne Day 2024 and supporting people and communities doing it tough. We’ve worked closely with Good360 to donate goods that help Australians recover from natural disasters and assist charities in setting up new accommodation. We see firsthand profound impact these donations have on people’s lives and the strength of our communities. Good360’s model ensures that essential goods reach people who need them most, and this campaign is great way to contribute to supporting our fellow Australians.”

Australian Retailers Association (ARA) – Partner of Good360 Australia

Paul Zahra CEO of the Australian Retailers Association (ARA) says: “Good360 provides a smart solution for retailers looking to minimise waste and make a difference in the community. By redirecting unsold goods to communities in need, retailers can reduce their environmental footprint while supporting people facing hardship. With \$2.5 billion worth of unsold household goods wasted and sent to landfill each year, it’s vital we move towards a model where these items are reused or donated rather than going to waste. Supporting Good360 and EveryOne Day not only contributes to a more sustainable future but also strengthens the resilience of our communities.”