



7th January 2020

GOOD360 PARTNERS WITH AUSTRALIAN BUSINESSES TO COORDINATE NATIONAL DISTRIBUTION OF DONATED GOODS FOR FIRE AFFECTED COMMUNITIES

Good360 has today announced it will partner with Australian businesses to manage and coordinate the delivery of donated non-food items to people affected by the bushfire crisis.

Good360 will collect and distribute brand new donated goods to charities and schools in fire affected areas all across Australia across the coming days, weeks and months. Some of the businesses who have already pledged support include: BIG W, part of the Woolworths Group, Harvey Norman, L'Oréal Australia, Universal Store, Catch.com.au, Goodman, Dreambaby, Linen House, SC Johnson, Moose Toys, HOSPECO, Institute of Public Accountants (IPA), Australian Retailers Association (ARA), National Retail Association (NRA), Spotlight Retail Group, Oobi and the Australasian Promotional Products Association (APPA). Donated items include: clothing, homewares, cleaning and personal care products, furniture, hardware, stationery and toys.

Founder and Managing Director of Good360, Alison Covington, said this is about providing a central distribution point that will match the right goods with the right communities, at the right time.

“Australians are extremely generous in times of crisis, but a huge number of items donated are often discarded or incorrectly distributed. With the likes of Foodbank effectively managing the donation and distribution of food donations, Good360 has stepped up as the central body to effectively facilitate non-food donations.”

“Thousands of Australians have been affected by the fires ravaging our country with many surviving with little more than the clothes on their back. Good360’s mission is to connect the generosity of Australian businesses with the needs of communities.”

CEO of the Woolworths Group, Brad Banducci said: “We are proud to stand together and support communities impacted by the bushfires. BIG W’s donation of essential clothing and household items to Good360 is just one part of the ongoing commitment from the Woolworths Group to help Australians in times of natural disasters.”

Good360 accepts donations from retailers, not individuals. All items must be new, not second-hand. Businesses wishing to contribute should visit good360.org.au. Charities and schools in affected areas should also visit the Good360 website to register their needs and browse and select donated items that will assist their local communities. All items listed are free to eligible charities and schools.

Founding partner Goodman Group which supplies Good360 with warehouse and office space have pledged its continued support. Jo Cameron, CEO of Goodman Foundation:



“We understand that it will take some time to effectively manage the lifecycle of this unprecedented disaster. We will continue to work with Good360 as they partner with businesses and charities to manage the response, recovery, rebuild, refurnish and relive phases.”

DHL has pledged its support to help deliver donated items to affected communities wherever possible, free of charge. However, with the crisis spanning regions right across Australia, distribution costs remain a challenge and Good360 is seeking additional support from freight companies.

Individuals and companies looking to offer their support are encouraged to make financial donations to Good360. These donations will assist in covering the cost of managing the coordination of matching the need of communities, with retailers who have the goods.

For further information, visit good360.org.au

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