



National Association of Charitable
Recycling Organisations Inc.

YEAR OF COLLABORATION

Strategic Objectives

1

Reduce Dumping & Increase Recycling

In Collaboration with Governments

- National Policy Position
- Waste Levy Exemption/Relief
- Government Grants
- Security Infrastructure
- Recycling Innovation
- Consumer Education
- Data Driven Advocacy

2

Expand Awareness & Influence

*With Consumers, Councils and
Commercial*

- Media Partnerships/Exposure
- Second Hand Economy
Collaboration
- NACRO Name/Branding Review
- Op Shop Festival Partnerships
- Commercial Engagement
- Council Messaging

3

Uphold Sector Integrity

For Transparency and Accountability

- Charitable Sector Impact
Measurement
- Code of Conduct
- Sector Transparency/Accountability
- Best Practice Standards/Policies
- ACNC Collaboration
- Third Party Commercial
Relationships

4

Deliver Member Benefits

For Organisational Sustainability

- New Services for Members
- Membership Growth
- Conference Impact
- Clear Membership Categories
- Supporter Members
- Supplier Directory/Discounts



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MESSAGING & POSITIONING

Data Driven Advocacy

1

The Size of the Problem

Quantify data and move messaging to Point 2

- 60,000 Tonnes of Waste to Landfill from unusable donations
- \$13 Million Spent on Waste Management instead of charitable mission or social welfare programs

2

Reuse & Recycling by Charities

Focus messaging on reuse and recycling innovation as a positive solution

- 588,000 Tonnes Diverted Away from Landfill through reuse and charitable recycling
- 285 Million Products Life Extended by Reuse through 2,500 Charity Op Shops nationally
- Specific Examples of Recycling Innovation Salvos and Vinnies featured on ABC News with a call for more Government investment to scale

3

The Benefits and Impact of Op Shops

Showcase the social, environmental and economic impact of op shopping

- \$500 Million Revenue from Op Shops channelled back into charitable mission and social welfare programs in Australia
- 40 Million Customer Transactions through Op Shops every year
- Charitable Impact Measurement to identify the Triple Bottom Line impact of charitable recyclers and the total 'Return to Community'