



2020

FUTURE VISION

Reuse, Recycling & Retail



1

Increase Reuse, Recycling & Quality Donations

– And Divert from Landfill
towards a Zero Waste Future

2

Uphold Charitable Sector Trust & Integrity

– For Impact, Transparency
and Accountability

3

Expand Awareness, Reach & Influence

– With Government,
Consumers and Charitable
Stakeholders

4

Deliver Member Benefits, Services & Value

– For Organisational
Progress, Growth and Impact



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 & 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'