

CASE STUDY



Moree COVID-19 Outbreak 2021

The Challenge

Being only 6 years young, and relative newcomers to the charity sector, Good360 has been working hard to entrench ourselves as disaster relief providers and to make government partnerships to attract collaboration, trust and funding.

It's hard to help the sector if no one knows who we are, and our years of dedication and impact are beginning to bear fruit in the government sector in NSW in particular.

In November 2021, when the rest of NSW was enjoying some respite from the COVID-19 pandemic, an outbreak occurred in the North West of NSW in Moree. To add to the challenge of geographical isolation and limited local supplies of essentials, 98% of cases were Indigenous people, meaning known organisations would be essential to the disaster response.

As we have seen in other parts of Australia, the supermarket shelves were soon cleared of cleaning products and sanitiser and masks were too expensive, if you could even find one. Once again, people were being forced to choose between safety and food, and the community needed help.

Upwards of 500 households were impacted, either having a positive case, or close contact and forced into home isolation to reduce the spread.

Having just supported the community of [Western Sydney](#) our team has been paying close attention to cases across NSW in particular, and before we could reach out to offer support, we received a call from the [Department of Communities and Justice](#), who had heard about Good360 from a presentation to funded services.

Good360 had deepened NSW Government connections throughout 2020-2021 and been successful in attracting funding as well as internal champions who had witnessed the need for the non-food material aid we supply and how quickly we can respond during times of high need such as disasters.

Executive Summary

In November 2021, The Department of Communities and Justice approached Good360 to work with Moree Family Services to assist the community of Moree who were experiencing a COVID-19 outbreak amongst their Indigenous residents.

Impact Achieved



25,968
Number of items



\$116,883
RRP of goods



Member: Moree Family Support in partnership with NSW Department of Communities and Justice





Disaster relief is more than food, and we are pleased to partner with local government and community organisations to get the right goods to the right people at the right time.

The Solution

[Moree Family Support](#) was working with a team on the ground to support vulnerable residents in the area. Operations Manager Belinda Pring and her team had a relatively small budget to support the community with food as well as other essentials and had real fears that not only would it not stretch far enough to meet the demand, the shelves were empty, the trucks were not due fast enough and she didn't have the contacts to source essentials outside of the supermarket channels.

That was until she heard about Good360.

Within 3 days, 25,000 items of essentials including masks, KOH cleaning products and hand sanitiser, plus some LEGO, books and kitchen items, almost 12 pallets worth, were dispatched from the Good360 ReDistribution Centre in Smithfield, and received in Moree.

Once again, Local Government 'pivoted' to help and Moree Plains Shire Council accepted delivery at the Council Depot. Good360 has incredible transport partners but they too were facing high demand. The community of Moree and the delivery of essentials was prioritised and delivered 3 days earlier than expected.

If you want something done, ask a busy community, and Belinda at Moree Family Support called in all the team and 5 days later, including the weekend, care packages were delivered across the Moree area. Thanks to the existing relationships with the community members in need, customised packages were created, taking into account the household composition.

Sanitiser, cleaning products, masks and hygiene products were of course essentials, but isolation can create boredom and stress, so the delivery also included books and LEGO, as well as glass kitchen storage, which was a bonus for a community who had endured a mouse plague.

Matching non-food essentials at speed and scale is what we do at Good360, but sometimes a project happens so fast we surprise ourselves. We also drew upon our Western Sydney lessons which meant we could move even faster, having a better understanding of the types and quantities of non-food items required when an entire community is under fire.

