



Good360

GOODS FOR THE GREATER GOOD™

CASE STUDY

Western Sydney COVID-19 Response 2021

The Challenge

When Western Sydney and the LGA of Cumberland, where Good360 is proudly based, was so heavily affected by COVID-19 and lockdowns during 2021, Good360 knew we needed to lean in and take care of our local community.

Yes, Good360 has national impact, but as they say, charity begins at home. We supported the community of Western Sydney at considerable risk to our Smithfield based ReDistribution Centre team, who did not hesitate to lean in and do whatever it took to get the job done.

Whilst other services were closing their doors and working from home, which a warehouse operation cannot do, we had to find another way to get essential supplies to the vulnerable and disadvantaged residents of Western Sydney, as quickly and safely as possible.

The Good360 ReDistribution Centre was full of hand sanitiser, masks and cleaning supplies, as well as other essentials such as personal hygiene products. The rest of the sector was focusing on food relief, but if you need food, you need everything else as well, especially PPE during a global pandemic.

Executive Summary

During August to October 2021, Local Government, Members of Parliament, The NSW Police and The Australian Defence Force collaborated to support the community and make good happen for some of Sydney's most vulnerable people.

Impact Achieved



634,911
Number of items

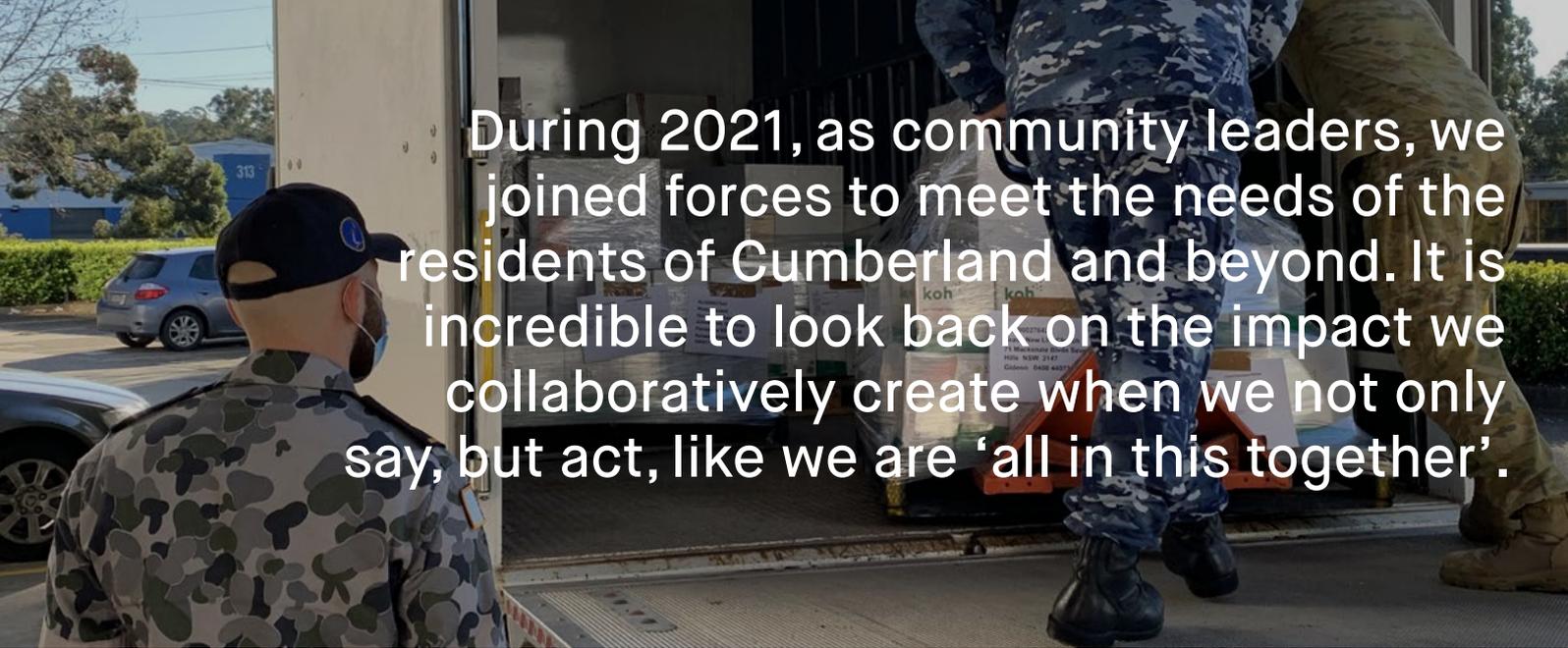


\$4,466,493
RRP of goods



131
Number of Members supported





During 2021, as community leaders, we joined forces to meet the needs of the residents of Cumberland and beyond. It is incredible to look back on the impact we collaboratively create when we not only say, but act, like we are ‘all in this together’.

The Solution

The Western Sydney project was a multi pronged approach that took collaboration from sectors who would not normally come together, but if COVID-19 taught us anything, it was to be flexible and think outside the box and ‘pivot’.

NSW State MP's

Good360 already had relationships with MP's in our local area, but we needed all the help we could get, and we knew our elected officials had the networks and contacts required to deepen our impact.

We reached out to the local Members of Parliament [Mr. Hugh McDermott MP for Prospect](#) and [Mr. Guy Zangari Member for Fairfield](#) who not only supplied lists of community organisations and churches they knew were providing food relief, but personally rolled up their sleeves and helped out.

Councils

[Cumberland City Council supported Good360](#)

- financially via the Cumberland Emergency Relief Fund as well as ClubGRANTS funding
- entered into a procurement partnership to supplement their food relief parcels being distributed from 3 hubs in the LGA and accessed donated non-food items from Good360 plus additional requested products that were sourced at cost by our retail partners
- included Good360 staff in regular meetings and briefings with charities and services located in the LGA

- awarded the 2022 Cumberland Pride Team Award to Good360

[Fairfield City Council supported Good360](#)

- financially thanks to a donation from the Fairfield Mayor Fund
- became Good360 members at our invitation and distributed \$168,970 in PPE, cleaning supplies, hand sanitiser and masks.

NSW Police Force

This [9News](#) story demonstrates how integral NSW Police led by Detective Superintendent Paul Devaney was to ensuring the essentials in the Good360 RDC made it to the people of Western Sydney who needed it most.

Good360's Smithfield headquarters was right in the hot zone, meaning movement in and out was restricted and volunteers were unable to assist. NSW Police supplied literal ‘boots on the ground’ and distributed sanitiser and masks as they undertook welfare and compliance checks and in many cases delivered food relief on behalf of the organisations who were locked out themselves.

Australian Defence Force

Supported and coordinated by NSW Police, members of the ADF supported Good360 by replacing our volunteer team, packing and boxing Essentials packs, as well as delivering by the pallet load throughout Western Sydney. Teams of up to 8 packed and delivered 3 days a week, and were the linchpin to getting the right goods to the right people quickly and cost effectively.