

# BE A CHAMPION OF THE CIRCULAR ECONOMY

**Charitable Reuse Australia** champions the Circular Economy for a Sustainable Environment and an Equitable Society.

It drives and supports the collective network of 3,000+ charity and social enterprise retailers as leaders in reuse, recycling and circularity.



**JOIN TODAY** to be a part of this exciting movement and benefit from our collaborative efforts.

# Through our membership, we help charitable reuse and recycling enterprises build capacity and scale their impact.

Charitable Reuse Australia members represent over 95% of the charitable reuse and recycling market. Our member base ranges from the large, well known national retailers right through to small single shop operators.

Current members include:



and dozens of other regional and local charity shop and social enterprise retailers.

# Charitable Reuse Australia provides the support, advice and advocacy charitable reuse and recycling enterprises need to thrive.

We work with member enterprises to achieve collective objectives through:

## Impact Measurement

All of our activities are led by data. We measure the social, environmental and economic benefits of the charitable second-hand economy and our members' contributions to it in order to build a clear business case for ongoing governmental and community support.

## Advocacy

We encourage all levels of government to promote reuse, fund recycling innovation and reduce charitable costs in order to improve circular economy outcomes for our members which, ultimately, increases their social and environmental impact.

## Capacity Building

We help our members do what they do, better, by providing resources, tools and advice on becoming more innovative and progressive reusers, recyclers and retailers. This, in turn, empowers them to become key drivers and accelerators of the circular economy.

## Education

We educate and inspire Australians to choose reuse as a simple, cost effective way by which they can purchase quality items while also reducing their environmental footprint and enabling social good in their community.

# Our membership delivers real returns to the reuse and recycling enterprises in our network.

## WASTE LEVY PROTECTION

**\$5 million**  
in waste levy support

*Charitable Reuse Australia's* successful ongoing advocacy has helped to facilitate \$5 million in waste levy support for the sector, across all six states through waste levy exemptions, rebates and financial relief. *Charitable Reuse Australia* has directly influenced five state governments on increased support, which means more funds for members to go to mission causes and improved environmental outcomes.

## NATIONAL MEDIA RELATIONS

**positive**  
media coverage

*Charitable Reuse Australia* protects your brand by acting as your official spokesperson whenever you need distance from contentious media coverage, including illegal dumping. Our media expertise also accelerates positive media coverage for the sector, including responsible donations. *Charitable Reuse Australia* has represented members on ABC News Breakfast, A Current Affair, Today Tonight, The Drum, ABC News, 7 News, 9 News and dozens of print, radio and online media.



## ILLEGAL DUMPING

**3 point plan**

*Charitable Reuse Australia's* 3-point plan to alleviate illegal dumping includes calls for government support on security infrastructure, resource recovery grants and consumer education.

## RESPONSIBLE DONATING

**if you wouldn't give it to a friend,  
don't give it to us.**

*Charitable Reuse Australia* funds responsible donating campaigns in specific states and nationally using radio and social media channels, to encourage consumers to donate responsibly. In partnership with State Governments, it has helped create responsible donating videos and collateral, and has embedded the message If you wouldn't give it to a friend, don't give it to us which is gaining more and more traction. More responsible donating initiatives and in plan for this year.

## NATIONAL REUSE POLICY ADVOCACY

# accelerating reuse

*Charitable Reuse Australia* is advocating for Reuse to be integrated into all Federal and State Government Circular Economy policies. The sector needs and deserves direct government support with specific grants to accelerate reuse, and the preparation for reuse. It is also advocating for reuse targets, which will then necessitate policy interventions and government funding.



# NATIONAL REUSE MEASUREMENT GUIDELINES

## quantifying environmental, social & economic benefits

In collaboration with *Charitable Reuse Australia*, Monash University has developed an Australian first initiative in the *National Reuse Measurement Guidelines* which will enable the measurement of reuse through POS, and quantify the environmental, social and economic benefits. The first step is to gain funding from government to populate this data, to demonstrate the benefits of reuse, and how this will help governments meet their own targets.

# STATE MEMBER MEETINGS

## supportive member community

Benefit from connecting with all your peers at the State Member Meetings that run every quarter in NSW, QLD, SA, TAS, VIC and WA. Discuss challenges and opportunities in a highly collaborative, collective and supportive member community, learn how your peers tackled issues you are facing, and contribute to the *Charitable Reuse Australia* strategic agenda.

# HIGHEST AND BEST USE CODESIGN PARTNERSHIP

## collaborating with government

*Charitable Reuse Australia* is collaborating with leading cross-sector partners to collectively advocate for and codesign policy for Highest and Best Use, which includes first use, reuse and repair. These three areas sit at the top of the Resource and Waste Hierarchy, and collectively present all governments with a powerful alliance leading the transition to a Circular Economy by 2030.



## ANNUAL CONFERENCE

# learn, connect & be inspired

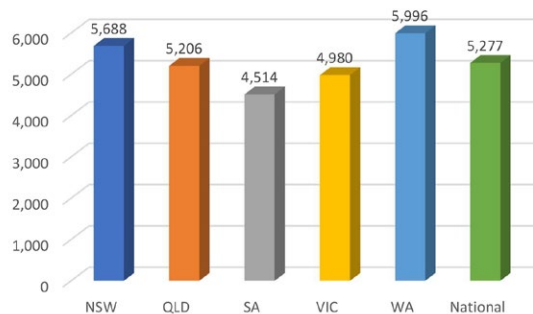
Attend the annual conference at discounted member delegate prices, to learn, connect and be inspired on the future of charitable retail and reuse. The conferences have been sold out each year since 2018 showing how popular they are. Members can also get recordings of all the sessions to use as staff training and capacity building throughout the year.



## RETAIL BENCHMARKING

# improving retail performance

Understand how you are performing against average charity shop retail benchmarks, to find out areas you can improve your retail performance – which means more income for your mission. nationally and in your state. Compare your revenue per shop, average transaction value, income per square metre, average items per sale and more. Compare nationally, by state, by shops your size, by metro v regional or even staff v volunteer run shops. This complimentary resource alone returns your membership investment.



## CLOTHING REUSE EXPORT ACCREDITATION SCHEME instilling confidence

*Charitable Reuse Australia's* Clothing Reuse Export Accreditation Scheme is a credible and practical accreditation process to provide a standard for the export of second-hand clothing for reuse, designed provide confidence to government, stakeholders and consumers that the clothes being donated to charities are being managed in a responsible way.



# Charitable Reuse

AUSTRALIA



## CORPORATE PARTNER PROGRAM

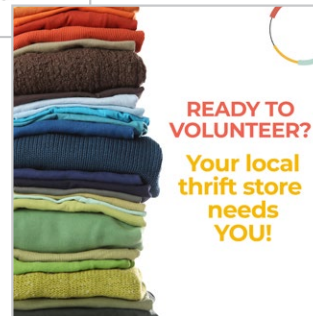
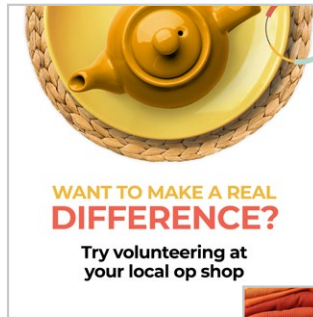
### special member benefits

Gain access to a range of services and special offers from corporate partners, to improve your retail performance and resource management. Partner categories include Retail Services, Resource Management and eCommerce/Technology, and include some of the best names serving the sector.

## NATIONAL VOLUNTEER DRIVE

### awareness generation

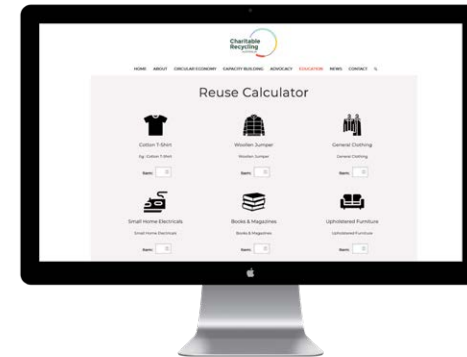
Charitable Reuse Australia has funded a \$50,000 campaign in 2023 to help the sector to rebuild volunteer numbers, generate awareness of contemporary opportunities of volunteering, attract new, younger demographics to the sector, and articulate what best practice volunteering looks like.



## NATIONAL REUSE CAMPAIGN

# promoting reuse in Australia

Charitable Reuse Australia has funded a \$45,000 campaign in 2023 to promote reuse in Australia, by encouraging consumers to shop in charity shops, and government stakeholders to embrace and support the charitable reuse sector.



## REUSE IMPACT CALCULATOR

# measuring environmental impact

Embed the *Reuse Impact Calculator* into your shops and your sales inventory so you can demonstrate the CO2 emission savings by shop or your entire organisation, for every T-shirt, garment, toy, homewares item, toy or piece of furniture you sell. Promote it to your customers and donors so they can work out the environmental impact they are having when they shop with you, or donate their pre-loved items.



## CHARITABLE IMPACT STUDY

# leveraging the data

Leverage all the data from the *Charitable Impact Study*, conducted by MRA Consulting to quantify the environmental, social and economic benefits of our sector. Use the data to engage your customers, donors and stakeholders including councils.

[www.charitablereuse.org.au/education/charitable-impact](http://www.charitablereuse.org.au/education/charitable-impact)

## ONLINE CHARITY RETAIL TRAINING

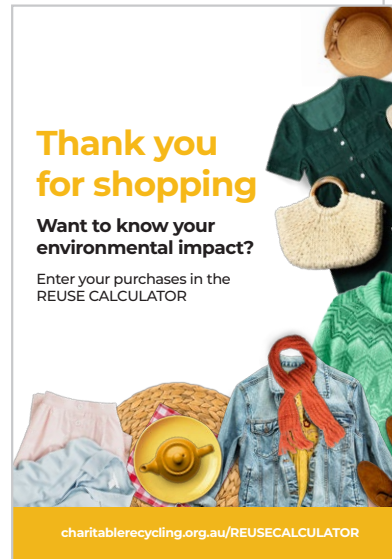
# learning and development

Access charity retail courses designed especially for op shops. Members receive a 10% discount on all courses & bundles.

# INSTORE POSTERS & SOCIAL TILES

## sharing our impact

Access complimentary posters to display in your shops to engage shoppers and encourage them to spend more, and use the branded social media tiles to promote yourself as part of the sector's triple bottom line impact.



**Thank you for shopping**

Want to know your environmental impact?

Enter your purchases in the REUSE CALCULATOR

[charitablerecycling.org.au/REUSECALCULATOR](http://charitablerecycling.org.au/REUSECALCULATOR)

This poster features a collection of clothing items including a green top, a straw hat, a denim jacket, and a woven basket.



**Thank you for donating**

Want to know your environmental impact?

Enter your donations in the REUSE CALCULATOR

[charitablerecycling.org.au/REUSECALCULATOR](http://charitablerecycling.org.au/REUSECALCULATOR)

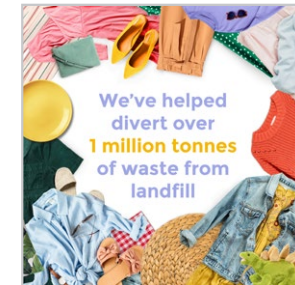
This poster features a person's hands holding a cardboard box filled with clothing.



**Charitable Recycling has a positive impact on the environment**

- Reducing Greenhouse Gas Emissions**  
Charitable recycling saves 888,000 tonnes of greenhouse gas emissions annually.  
**66%** reduction
- Reducing Water Consumption**  
Charitable recycling saves 88,000ML per year.  
**57%** reduction
- Saving energy**  
Charitable recycling saves 1.9million MWh per year.  
**59%** reduction in global energy use

This poster features a stack of colorful folded clothes.



**We've helped divert over 1 million tonnes of waste from landfill**

This tile features a collage of various clothing items.



**Do you shop at charity shops? Calculate your environmental impact.**

This tile features a denim jacket and a straw hat.



**DID YOU KNOW...**

Donations to charity shops in NT diverts **7,500 tonnes** from landfill a year

**DONATION**

This tile features a box labeled 'DONATION' filled with colorful clothes.



**DID YOU KNOW...**

Charitable recycling reduces greenhouse gas emissions by **66%** pa

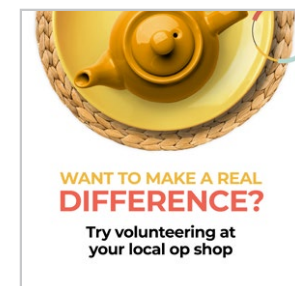
This tile features a stack of colorful folded clothes.



**SUPPORT THE CIRCULAR ECONOMY**

Become a **thrift shop volunteer** today

This tile features a pink dress and a yellow hat.



**WANT TO MAKE A REAL DIFFERENCE?**

Try volunteering at your local op shop

This tile features a yellow teapot on a woven basket.



## MEMBERSHIP ICONS

**trusted**  
brand alliance

Proudly display your membership status with *Charitable Reuse Australia* on your website, emails and promotional materials, to promote yourself and an integral and trusted member of the sector's peak body.

## NEW MEMBER SERVICES COMING

# benefit & grow together

Look out for more exciting member initiatives coming as part of our new Strategic Plan for 2024. Join as a member now for all the huge benefits available today, and grow with us as we continually add new services and increase the member value proposition year on year.

## NATIONAL CLOTHING PRODUCT STEWARDSHIP SCHEME

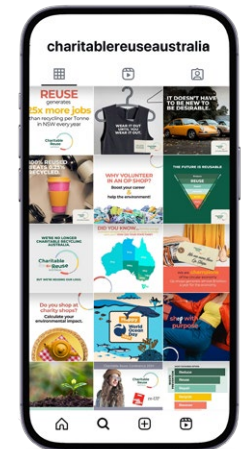
# creating a sustainable future

*Charitable Reuse Australia* is a consortium partner in the Federally funded development of a National Clothing Product Stewardship Scheme for Australia, which seeks to reduce clothing waste and create a sustainable future for the fashion sector in Australia.

## CONSUMER EDUCATION

# professional and engaging

*Charitable Reuse Australia* supports members with an ongoing, professional and engaging social media presence on Instagram and Facebook. Link to the annual calendar, share your stories, benefit from messaging support and join the conversation with consumers led by your peak body.



# Our members find value in our network, no matter what size they are.

## MEMBERSHIP CATEGORIES

### **Local Membership \$620 + GST pa**

For eligible organisations in one state with one shop.  
Includes 1 voting right.

### **Regional Membership \$2,025 + GST pa**

For eligible organisations operating in one state with over 2-8 shops.  
Includes 2 voting rights.

### **State Membership \$2,530 + GST pa**

For eligible organisations operating in one state with over 8 shops.  
Includes 3 voting rights.

### **Social Enterprise Partner \$620 + GST pa**

For reuse charities or nonprofit enterprises without DGR status in one state. No voting rights.



*“Charitable Reuse Australia has greatly assisted our smaller chain of op-shops in a multitude of ways. We were able to meet other organisations in the industry and learn about how we can improve our processes, especially regarding sustainability.”*

## CONTACT

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