



STRATEGIC PLAN FY 2022

Championing the Circular Economy for a Sustainable Environment and an Equitable Society

- Impact
- Advocacy
- Capacity
- Education

Year of Communications & Influence

Impact

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.

- Launch the *Charitable Impact Study* finding at the National Clothing Textiles Roundtable at Parliament House in Canberra on 26 May 2021.
- Implement a communications plan to deliver and socialise the key findings of the *Charitable Impact Study* to influence Government and other stakeholders for increased support and funding for the charitable reuse and recycling sector.
- Link the *Charitable Impact Study* communications plan directly to the National Clothing Solutions objectives specified in the Advocacy section of the Strategic Plan.
- Link the *Charitable Impact Study* communications plan directly to the State Government Waste Levy objectives specified in the Advocacy section.
- Link the *Charitable Impact Study* to the additional State Directors' objectives in the Advocacy section of the Strategic Plan.
- Link the *Charitable Impact Study* communications plan to the consumer awareness objectives specified in the Education section.
- Launch a series of workshops to socialise and embed the *Charitable Impact* metrics with government and other stakeholders.
- Equip members with a *Charitable Impact* comms kit to activate the network and their comms channels to use the assets for their individual call-to-action messages targeted to all their stakeholder groups.
- Implement the *Monash University ARC Grant Measuring the Benefits of Charitable Reuse* and communicate its impact and benefit for members.

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.

National Clothing Textiles Solutions

- Advocate to ensure clothing textiles are included in the Environment Minister's Product Priority list for 2021.
- Advocate to ensure *Charitable Recycling Australia* has a primary role on the Commonwealth Government's Clothing Textiles Working Group.
- Advocate to ensure reuse and charitable benefits are prioritised in all proposed policy solutions, while avoiding adverse government policy settings or unintended consequences that may lead to increased dumping or higher costs for the sector.

- Advocate for the AFC Clothing Product Stewardship Scheme bid from the next funding round of the National Product Stewardship Investment Fund.
- Advocate for Commonwealth and State Government funding for a Circular Clothing Action Plan led by WRAP with a wide cross-sector stakeholder group, with *Charitable Recycling Australia* taking on a primary role on the board of a collective new governance structure.
- Advocate for improved data collection, design-phase solutions to avoid clothing waste, investment in domestic recycling technology and infrastructure, improved collection for charitable recovery of clothing, standards for recycled content and greater consumer education and awareness regarding clothing reuse and repair.
- State directors to consult members on all proposed policy settings at Member Meetings to understand member capacity and willingness to engage with solutions.

State Government Waste Levy Protection

- Ensure 100% protection for members against all state waste levies, whether through exemption models, rebate schemes or hybrid systems.
 - New South Wales – Roll out the Weight Based Billing tender for members to access 100% of the NSW Community Service Exemption.
 - Queensland – Secure ongoing annual extensions to the existing exemption and rebate program.
 - South Australia – Secure Government approval for a 50% rebate scheme in 2021 and increase this to a 100% rebate scheme in 2022.
 - Tasmania – Secure Government approval for 100% protection from the upcoming new Tasmanian waste levy in 2022.
 - Victoria – Launch an advocacy campaign to secure increases in the Landfill Levy Relief Program commensurate with increases in the Victorian waste levy.
 - Western Australia – Secure ongoing annual extensions to existing rebate program.

Other State Objectives

- New South Wales
 - Promoting Responsible Donating
 - Landfill Reduction
 - Circular Economy Development
- Queensland
 - Promoting Responsible Donating
 - Government Advocacy for Grant Funding
 - Educating Australians on Reuse
 - Circular Economy Development
- South Australia
 - Reuse and Charitable Benefits Prioritised in Circular Economy Policy
 - Inclusion as a Key Strategic Placeholder in State Policy Discussions
- Tasmania
 - Implement CRS with Members

- Key Stakeholder in Tasmania's Waste Reform Agenda
- Victoria
 - Promoting Responsible Donating
 - The Role of Victorian Charities to Reduce Landfill
 - Victorian Reuse Charities at the top of Circular Economy Hierarchy.
- Western Australia
 - Promoting Responsible Donating
 - Waste Minimisation Strategies
 - Grant Funding

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.

Membership Development

- Achieve a 90% retention rate for members into FY 2022.
- Implement a new member acquisition campaign to increase membership.

Capacity Building

- Encourage members to build capacity to engage with strategic directions for the future, and a willingness to share data for the collective benefit.
- Launch a virtual roadshow to engage senior C-level member contacts on the Strategic Plan and the future of our sector.
- Cultivate a culture of collaboration among members for retail services.
- Encourage a sense of abundance in donation stock and customer numbers in positioning charities as the first point of call for donations.
- Position charitable retail for growth, to collectively increase the share of the retail pie, and ensure there is no need for members to compete in unproductive ways with growth and opportunity available for all.
- Encourage innovation from members, to make donating to charity easier.
- State directors to develop succession plans for board directors in all states.
- Launch a *Charitable Recycling* mentoring program in 2022 to encourage talented young people into the sector, and to progress to leadership roles.
- Review and implement new meeting formats and agendas to better attract and engage members at member meeting sin each state.
- State directors to achieve 75% attendance rate at Member Meetings.
- Develop more Working Groups as required on key issues for members.

Member Services

- Increase staff resourcing to develop and implement new member services.
- Launch a members-only portal on the website for delivery of exclusive new member services.
- Launch a Retail Advisory Group in 2021 to bring outside expertise to our members and promote *Charitable Recycling Australia* to new audiences.

- Explore opportunities with the Charity Retail Association in the UK to co-market or design applicable retail services to members in Australia on a pay-for-service basis.
- Carefully develop and grow the Supporter Organisation status nationally and in each state to provide valuable commercial and business links for members.
- Launch a best practice virtual Business Services Directory in 2022 to link members with relevant business suppliers across all areas of operations.

National Conference

- Deliver a virtual conference in October 2021.
- Launch a segment-specific one-day virtual conference session in April 2022.

Charity Retail Online Development

- Launch an Online Retail Working Group to build member capability for more charities listing online and accelerate collective momentum and online retail expertise to better engage with charitable online offerings.
- Assess demand for a one-day virtual Charity Retail Online conference.

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.

- Equip and enable members to better communicate the benefits of charitable reuse to retail customers, with specific toolkits and resources.
- Create social media and PR toolkits to empower members to share *Charitable Impact* metrics with their donors and customers through social media, retail marketing, public relations, instore collateral and word-of-mouth.
- Develop consumer advocacy campaigns through media and PR exposure to promote responsible donating, educate consumers on reuse, position charities as the first point of call and better engage with younger consumers, the as charity shop customers and donors of the future.