THE POWER AND THE PASSION

SECTOR SNAPSHOT

Food and non-alcoholic beverages
DO AUSTRALIANS WANT BRANDS AND BUSINESSES TO GET BEHIND SOCIAL AND ENVIRONMENTAL CAUSES?

And if yes, which ones?

For over ten years, Republic of Everyone, The Bravery and Mobium Group have worked with government, business and charities to help create positive change in the world.

Doing this work effectively, authentically and sustainably requires first knowing what kind of change people want to see in the world around them.

So, earlier this year, we completed a special project called The Power and the Passion. It all started with a simple question…

What issues are Australians most passionate about?
And how do brands and businesses have the power to create change?

This report will give you a glimpse into what they said about your sector.

Want the whole thing?

Download the complete Power and the Passion report at powerandthepassion.com.au
The Power and The Passion study is built around the generations. We have used the following definitions:

Who did we speak to?

We spoke to 2,000 everyday Australians from all walks of life to understand which social and environmental issues are closest to their hearts – and the role they want brands and businesses to play in helping improve them.
say brands and products should support causes or make changes to their products that address social and environmental issues

WHAT WE FOUND

4 in 5

almost

3 in 5

ALMOST

say they actively look for products and brands that support causes or have environmentally friendly attributes – at least sometimes

50%

ALMOST

of Australians say they purchased a product (at least in part) within the last month because they thought it would help support a social or environmental issue

1 in 5

MORE THAN

say they did so in the last week

...AND THEY’RE READY TO REWARD THE BRANDS AND BUSINESSES THAT do act
And yes, people will pay more for products that support causes or have lower environmental impacts.

A 'good' product is defined as one that makes a positive impact on social, community or environmental issues through how it is made or by giving a portion of sales to support a cause.

HOW MUCH MORE WILL THEY PAY?

1 in 3 people say they will pay ‘a little more’ – up to 5% – for products that support a cause or have a lower environmental impact.

6 in 10 say they will pay more.

- 14% say they will pay up to 10% more.
- 5% say they will pay up to 20% more.
- 5% say they will pay up to 30% more.

Around
It’s important brands get involved authentically. They should, although to an extent that they want to and are not being forced to.

Yes, only if their care is genuine not a way for them to generate money for discussing such issues.

I feel like brands just jump on social issues for lip service and I don’t feel like it’s genuine.

They pass the cost directly onto the consumer, but take the credit themselves. It is a self serving play.

I do not want to be ear bashed.

When you champion a cause or an issue that is aligned with your stakeholder’s expectations, your target audience’s sentiments, and your product or service offering, your action in that space is far more likely to be supported at all levels of the business and with your consumers – and as a result, have meaningful, long-term impact out in the real world.

Authenticity is everything.
So what issues and causes do Australians want food and non-alcoholic beverage brands to act on?

#1 Is Made in Australia

#2 Is 100% Recycled Packaging

#3 Is 100% Made with Renewables
And breaking it down by generations:

WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK THE FOOD AND NON-ALCOHOLIC BEVERAGE SECTOR SHOULD BE ACTING ON?

For food and non-alcoholic beverage brands, the issues are pretty similar across the generations.

#1 IS 100% RECYCLED PACKAGING
#2 IS MADE IN AUSTRALIA
#3 SUPPORTS MENTAL HEALTH

#1 IS 100% RECYCLED PACKAGING
#2 IS MADE IN AUSTRALIA
#3 IS 100% MADE WITH RENEWABLES

#1 IS MADE IN AUSTRALIA
#2 IS 100% RECYCLED PACKAGING
#3 IS 100% MADE WITH RENEWABLES

#1 IS MADE IN AUSTRALIA
#2 IS 100% RECYCLED PACKAGING
#3 SUPPORTS STRUGGLING FARMERS
HOW DOES location CHANGE THINGS?
For food and non-alcoholic beverage brands, the issues are the same – just in a different order of priority.

**Urban Dwellers**
#1 IS 100% RECYCLED PACKAGING  
#2 IS MADE IN AUSTRALIA  
#3 IS 100% MADE WITH RENEWABLES

**Rural and Regional**
#1 IS MADE IN AUSTRALIA  
#2 IS 100% RECYCLED PACKAGING  
#3 IS 100% MADE WITH RENEWABLES
AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their single top issue that they would like to see food and non-alcoholic brands support. Here’s what they told us.
What are some good examples of food and non-alcoholic beverage brands taking action?
In 2020, Woolworths partnered with a local social enterprise, The Bread and Butter Project, to set up an on-site concession bakery within their Erskineville (NSW) Metro premises.

**IT’S THE FIRST TIME WOOLWORTHS HAS OUTSOURCED BAKING TO A 3RD PARTY.**
In 2018, Coke announced that it would collect and recycle one bottle or can per drink sold, globally, by 2030.

When you’re selling close to 2 billion drinks around the world daily, those figures add up pretty quickly!
In 2020, Ben & Jerry's released 'UNFUDGE OUR FUTURE', a new non-dairy ice cream flavour that supports action on climate change.

As part of the campaign, they partnered with advocacy non-profit 350.org and called on federal politicians to MAKE FOSSIL FUELS HISTORY.
DOES YOUR BUSINESS NEED HELP FINDING OR COMMUNICATING ITS IMPACT WORK?
You can do anything, but you can’t do everything.

We help brands and businesses simplify the complexity around sustainability, prioritise their impact, find the right partners, then make change happen.

- Sustainability strategies
- Shared Value
- Impact programs
- Internal engagement
- Reporting
- Brand purpose
- Behaviour change

Sustainability needs a special kind of creativity. We mix design, digital, innovation and real world events to make challenging issues compelling, and encourage everyday people to get involved.

After all, is creativity truly creative if it doesn’t create a better world?

- Digital
- Design
- Experiential
- Campaigns
- Copy and content

The power of storytelling can make the world a better place. We can help you tell your story to the right people, the right way, at the right time.

- PR and communications
- Media relations
- Social media
- Events and activations
- Issues and crisis management
- Media and presentation training
- Influencers and ambassadors
- Partnerships
- Speechwriting and presentations
- Personal brand and business profiling

Between Republic of Everyone and The Bravery, our services provide everything you need to imagine, then deliver.
GET IN TOUCH:

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