



THE  
POWER  
AND THE  
PASSION

SECTOR SNAPSHOT

*Clothing and footwear*

# 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?*

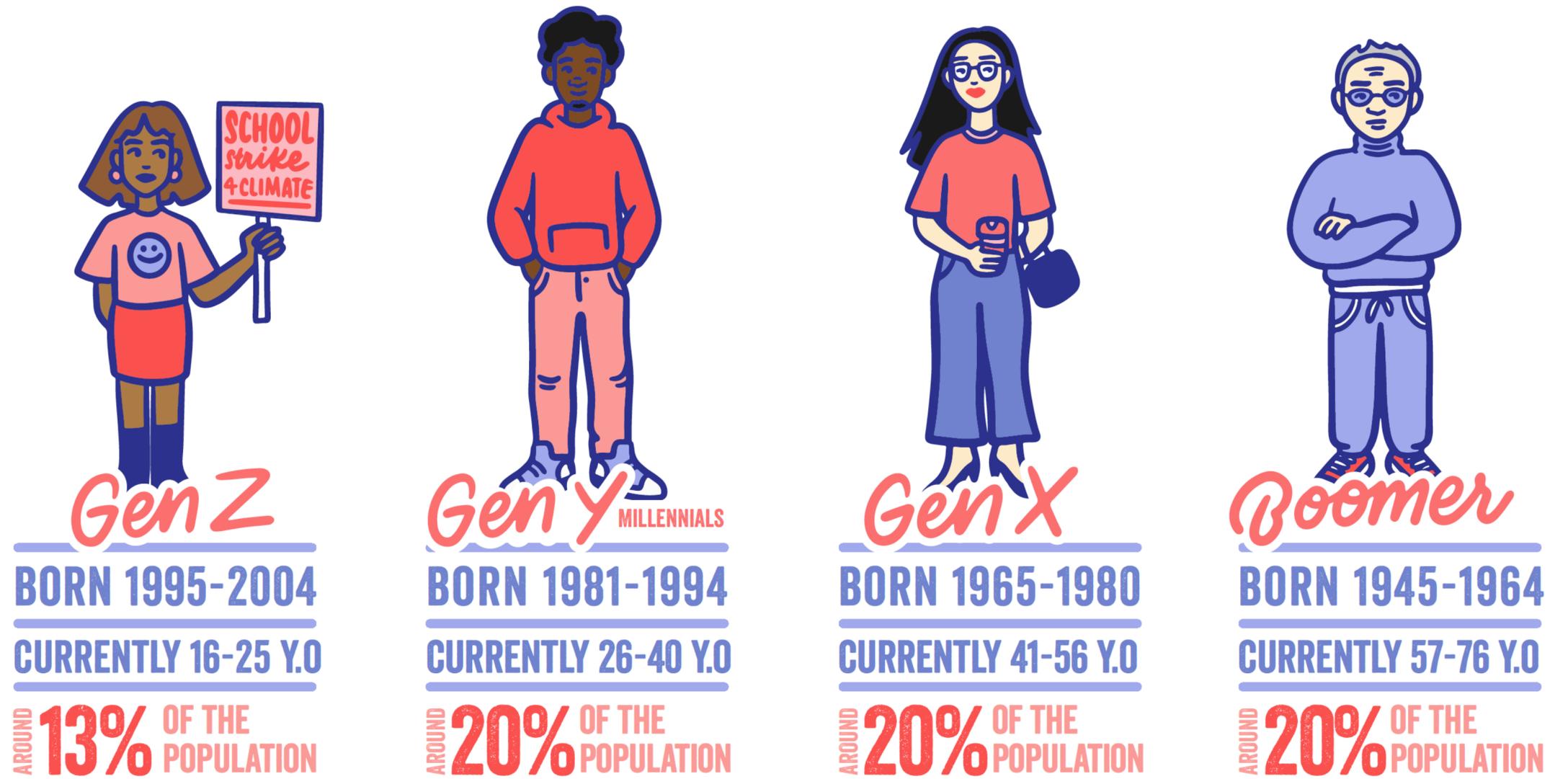
Download the complete Power and the Passion report at  
[powerandthepassion.com.au](http://powerandthepassion.com.au)



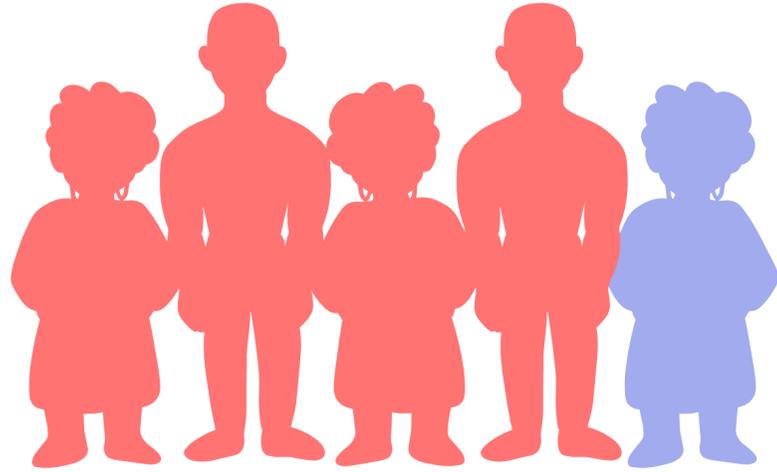
# Who did we speak to?

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.

THE POWER AND THE PASSION STUDY IS BUILT AROUND THE GENERATIONS. WE HAVE USED THE FOLLOWING DEFINITIONS:



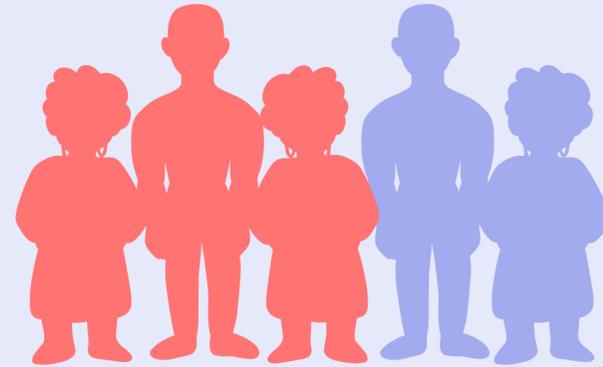
# WHAT WE FOUND



ALMOST  
**4 in 5**

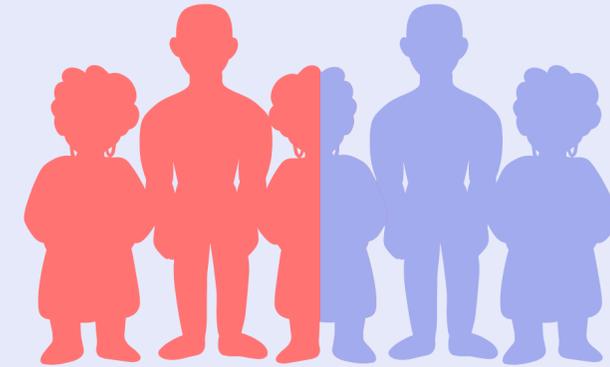
say brands and products should support causes or make changes to their products that address social and environmental issues

## ...AND THEY'RE READY TO REWARD THE BRANDS AND BUSINESSES THAT *do* ACT



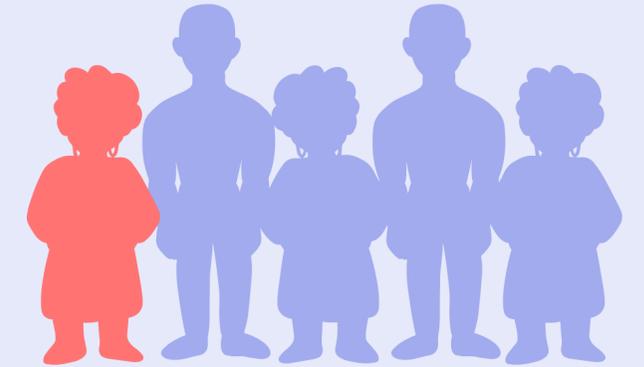
ALMOST  
**3 in 5**

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



ALMOST  
**50%**

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

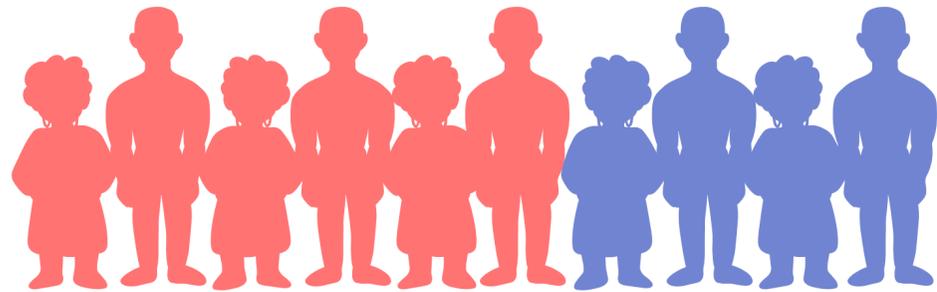


MORE THAN  
**1 in 5**

say they did so in the last week

# And yes,

PEOPLE WILL PAY MORE FOR PRODUCTS THAT SUPPORT CAUSES OR HAVE LOWER ENVIRONMENTAL IMPACTS



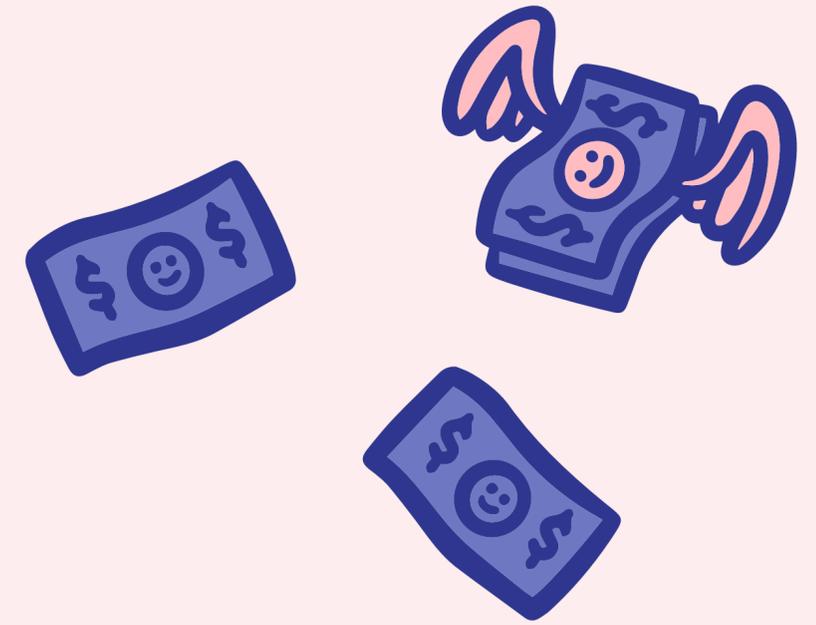
AROUND  
**6 in 10**

will pay more

## 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.



# 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

*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.

# IT'S IMPORTANT BRANDS GET INVOLVED AUTHENTICALLY



## *Authenticity is everything*

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.

# SO WHAT ISSUES AND CAUSES DO AUSTRALIANS WANT CLOTHING AND FOOTWEAR BRANDS TO ACT ON?



**#1** IS MADE IN AUSTRALIA



**#2** IS MADE WITH ETHICAL LABOUR



**#3** IS 100% RECYCLED PACKAGING

# And breaking it down by generations:

## WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK CLOTHING AND APPAREL BRANDS SHOULD BE ACTING ON?

Across all generations, Made in Australia and made with ethical labour are Australians' highest priorities for this sector.



- #1 IS MADE WITH ETHICAL LABOUR
- #2 IS MADE IN AUSTRALIA
- #3 IS 100% RECYCLED PACKAGING



- #1 IS MADE IN AUSTRALIA
- #2 IS MADE WITH ETHICAL LABOUR
- #3 IS 100% RECYCLED PACKAGING



- #1 IS MADE IN AUSTRALIA
- #2 IS MADE WITH ETHICAL LABOUR
- #3 IS 100% MADE WITH RENEWABLES



- #1 IS MADE IN AUSTRALIA
- #2 IS MADE WITH ETHICAL LABOUR
- #3 IS CARBON NEUTRAL

# HOW DOES *location* CHANGE THINGS?

For both urban and regional Australians, their biggest concern is who made the clothes – but while urban dwellers are more concerned about ethical labour, regional Australians want to see Australian producers prioritised.

## *Urban Dwellers*

- #1 IS MADE WITH ETHICAL LABOUR
- #2 IS MADE IN AUSTRALIA
- #3 IS 100% RECYCLED PACKAGING

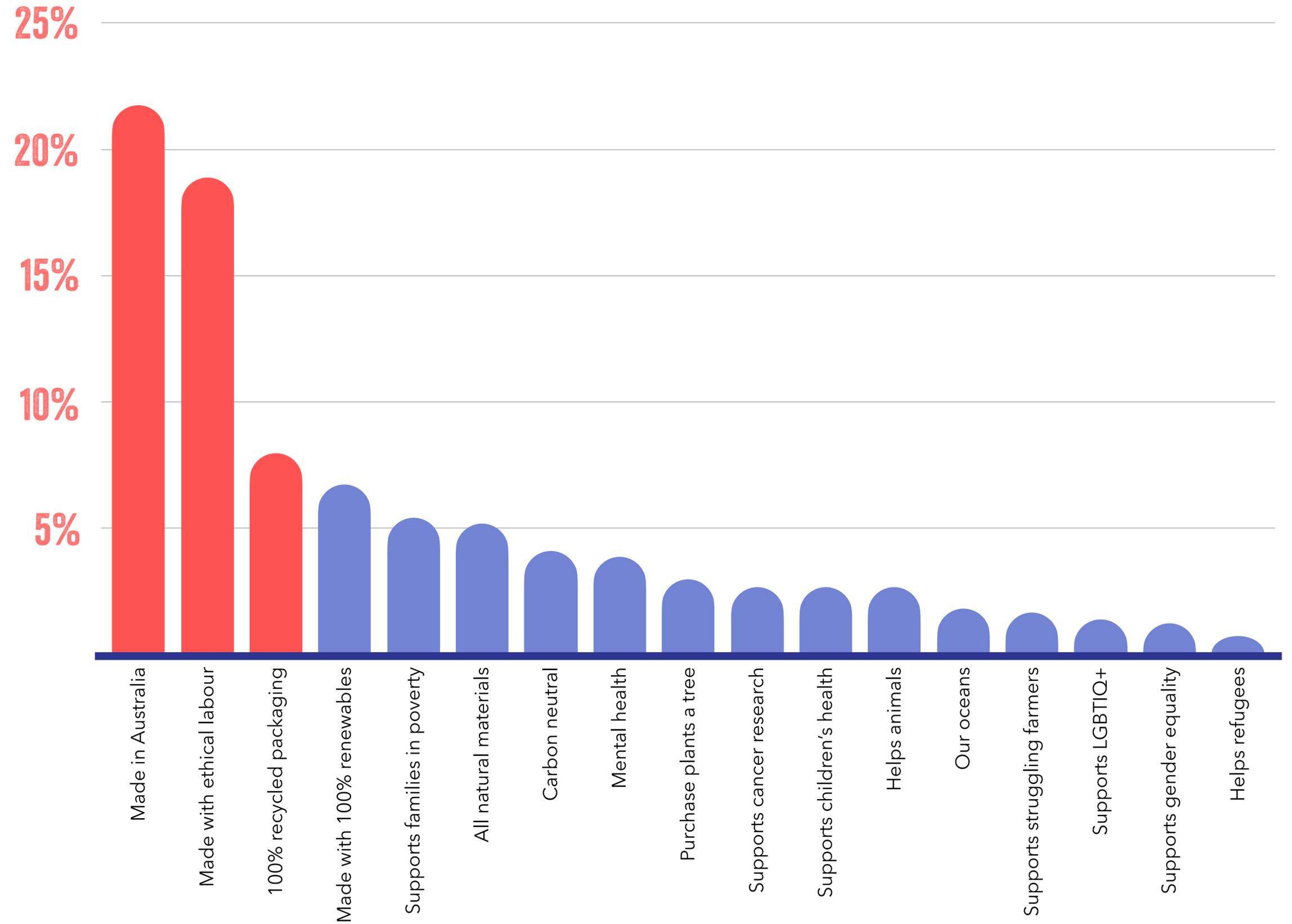
## *Rural and Regional*

- #1 IS MADE IN AUSTRALIA
- #2 IS MADE WITH ETHICAL LABOUR
- #3 IS MADE WITH 100% RENEWABLES



## AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their **single top issue** that they would like to see clothing and footwear brands support. Here's what they told us.





**WHAT ARE SOME GOOD EXAMPLES OF  
CLOTHING AND FOOTWEAR BRANDS  
TAKING ACTION?**



# MADE IN AUSTRALIA

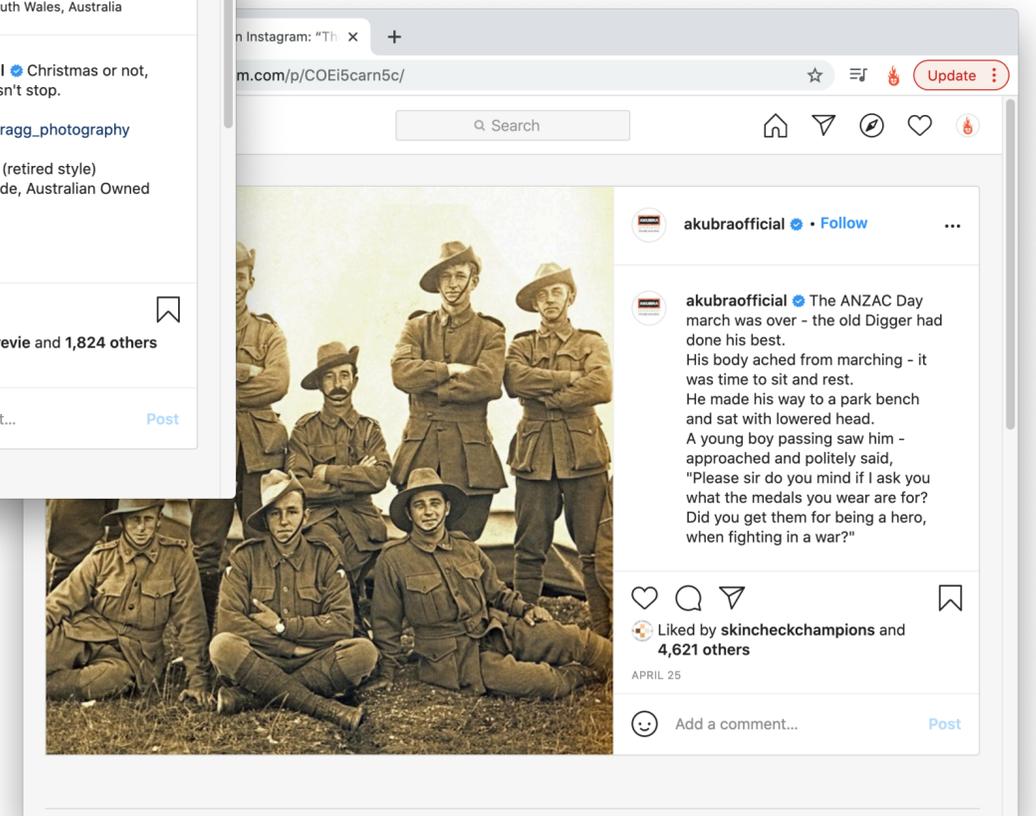
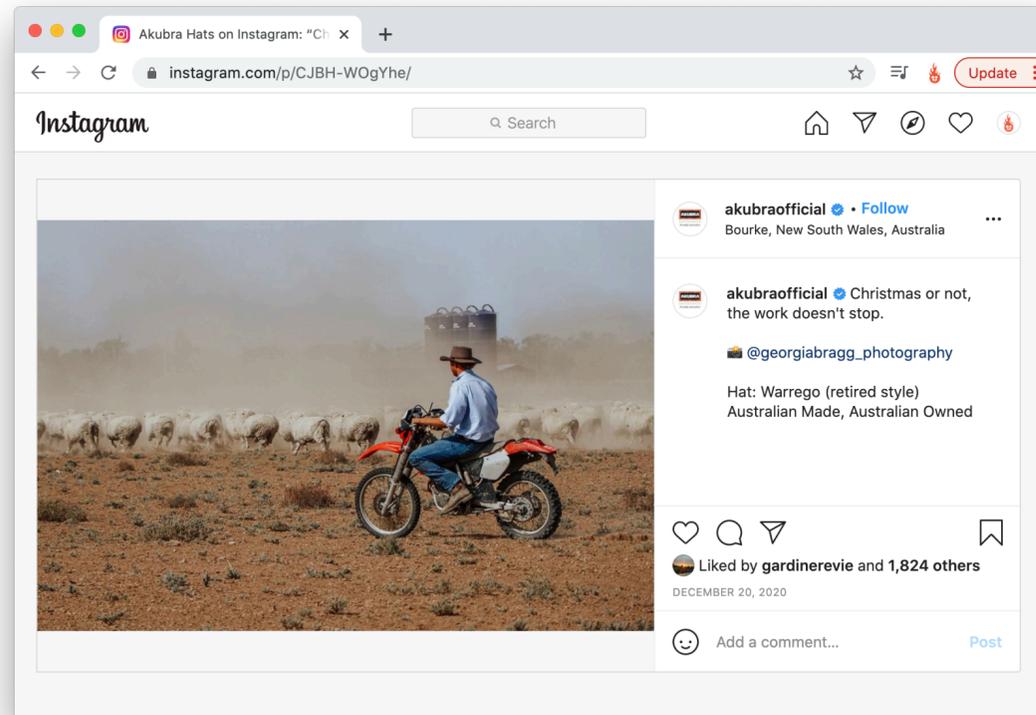
With the tagline 'Australian Made – Worn the World Over', Akubra is – and always has been – a proudly home-grown Australian brand.

With its iconic design,

**140 YEARS OF**

**'MADE IN AUSTRALIA' HISTORY**

and ongoing celebration of diverse Australian lifestyles, Akubra has well and truly cemented its position as one of the country's most recognised and well-loved items of clothing.



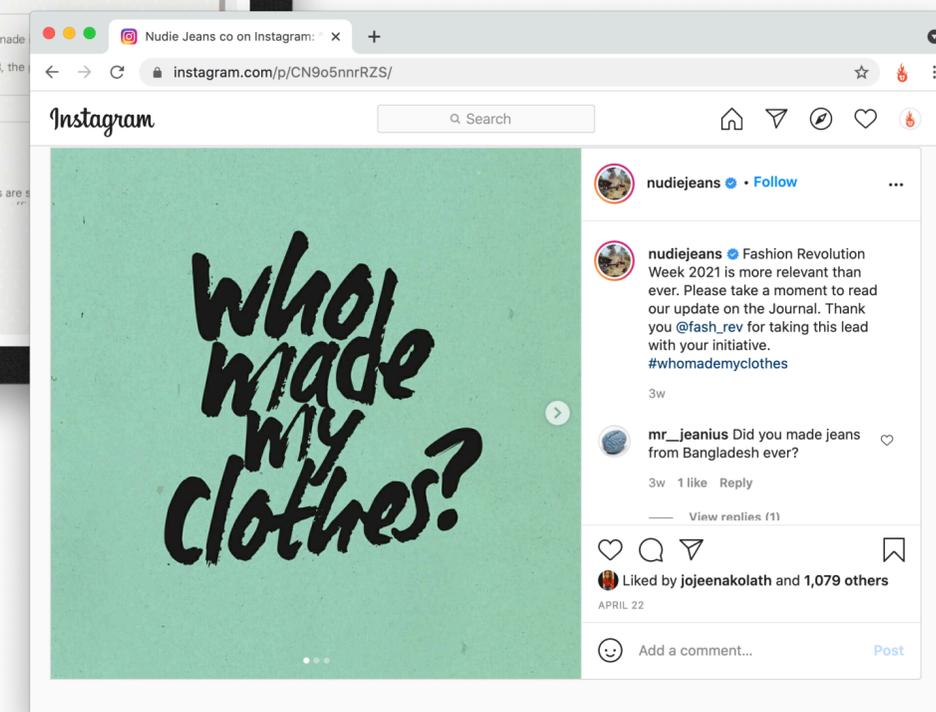
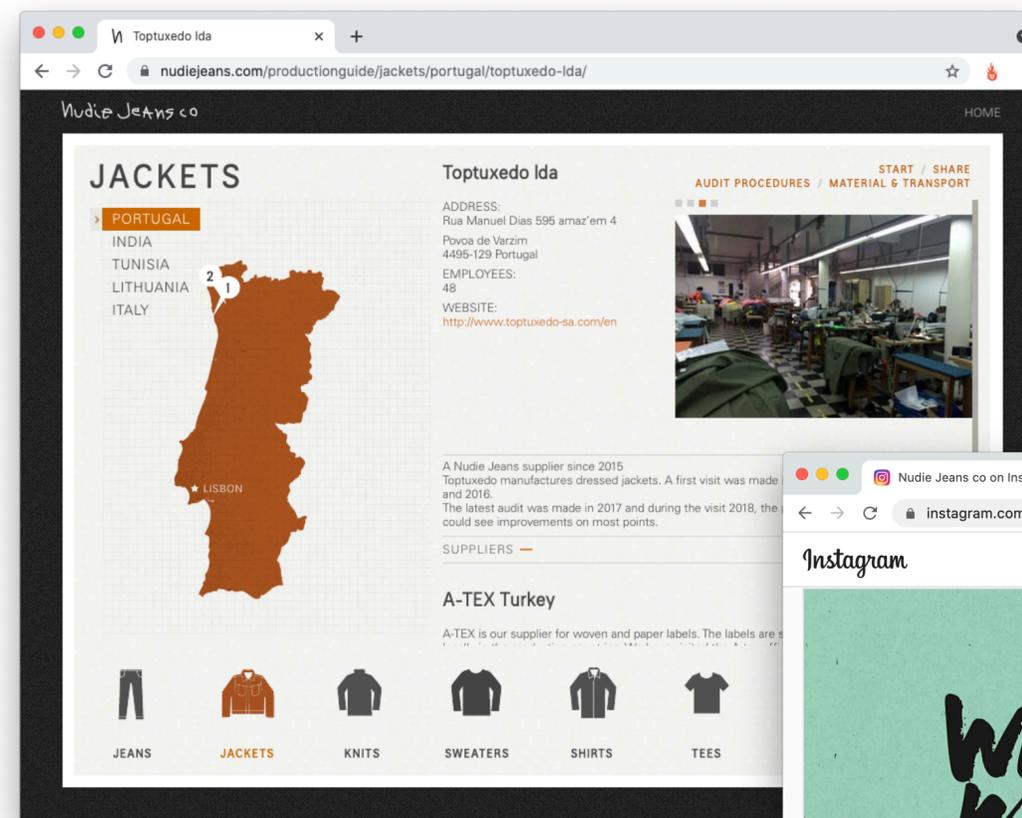


# MADE WITH ETHICAL LABOUR

Primarily known for the sustainable material creds of its jeans, ethical production and supply chain transparency are also high up on Nudie Jeans Co's priority list.

In addition to monitoring **96%** of its production facilities to ensure ethical labour policies are being upheld, the company tops up the salaries of almost **3,400 INDIAN FACTORY WORKERS** to ensure they receive a living wage.

For those customers wanting to dig deeper, Nudie Jeans' online Production Guide puts detailed supply chain information on each and every product at anyone's fingertips.

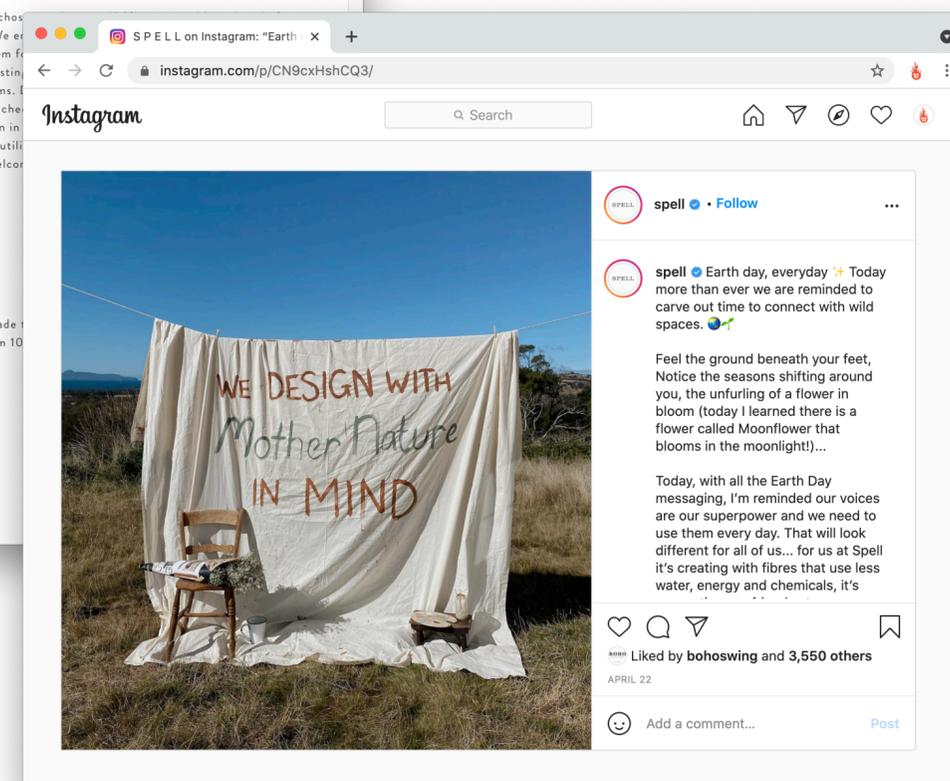
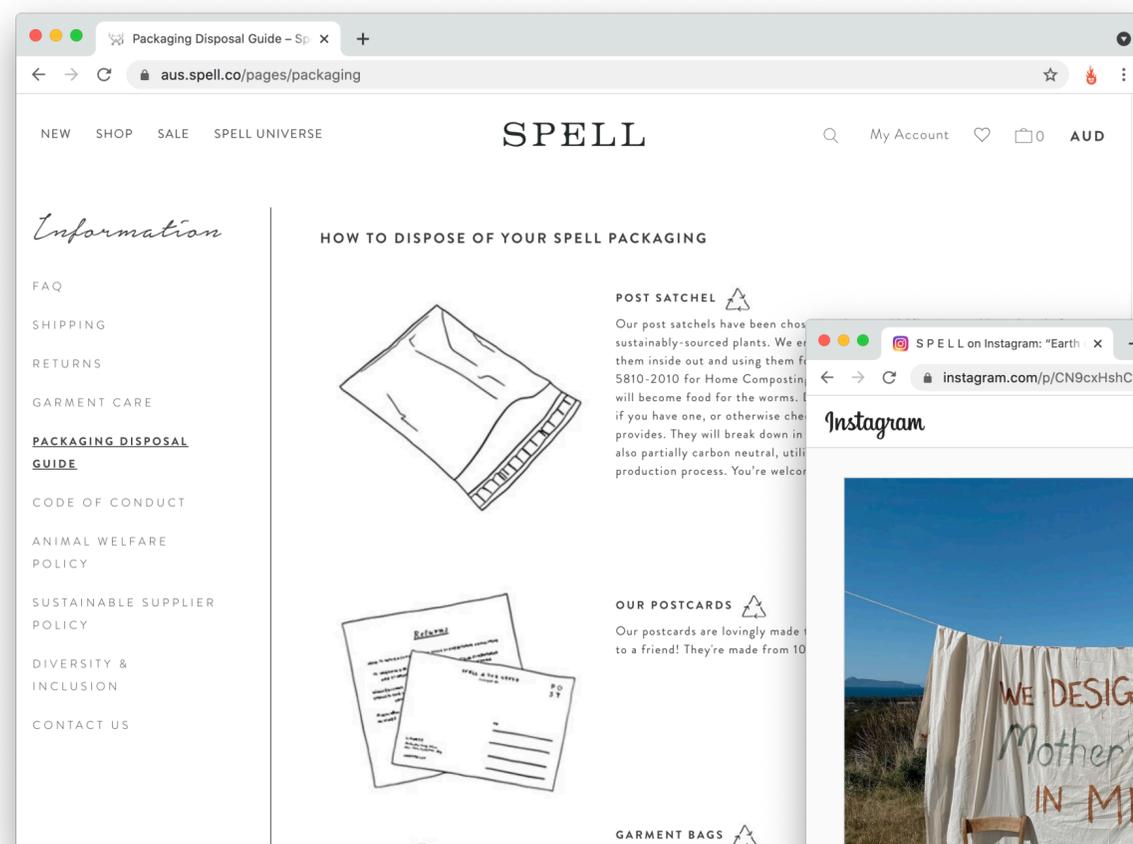




# 100% RECYCLED PACKAGING

When it comes to sustainable packaging, Byron Bay label, Spell and the Gypsy, has thought about every single element that goes into online orders – from using **100% COMPOSTABLE** post satchels and wrapping paper, to **100% RECYCLED** paper labels.

To give these packaging materials the best possible chance of having another life post-delivery, Spell's website includes a simple disposals guide, so that customers can thoughtfully reuse or recycle everything that arrives at their door.





**DOES YOUR BUSINESS NEED HELP FINDING**  
*or communicating*  
**ITS IMPACT WORK?**

**BETWEEN REPUBLIC OF EVERYONE AND THE BRAVERY,  
OUR SERVICES PROVIDE EVERYTHING YOU NEED TO IMAGINE, THEN DELIVER.**

## *Consultancy*

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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
- 

## *Creativity*

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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
- 

## *Storytelling*

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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
-

**GET IN TOUCH:**



[republicofeveryone.com/contact-us](https://republicofeveryone.com/contact-us)



[thebraveryishere.com/contact](https://thebraveryishere.com/contact)