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
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.

Gen Z
BORN 1995-2004
CURRENTLY 16-25 Y.O
AROUND 13% OF THE POPULATION

Gen Y
BORN 1981-1994
CURRENTLY 26-40 Y.O
AROUND 20% OF THE POPULATION

Gen X
BORN 1965-1980
CURRENTLY 41-56 Y.O
AROUND 20% OF THE POPULATION

Boomer
BORN 1945-1964
CURRENTLY 57-76 Y.O
AROUND 20% OF THE POPULATION
say brands and products should support causes or make changes to their products that address social and environmental issues. 

What we found:

Almost 4 in 5 say they actively look for products and brands that support causes or have environmentally friendly attributes – at least sometimes.

Almost 3 in 5 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.

Almost 50% say they did so in the last week.

More than 1 in 5 say 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?

- Around 6 in 10 will pay more
- 1 in 3 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
IT’S IMPORTANT BRANDS GET INVOLVED AUTHENTICALLY

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

I do not want to be ear bashed.

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.

They should, although to an extent that they want to and are not being forced to.

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 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 IN AUSTRALIA

**#2** IS MADE WITH ETHICAL LABOUR

**#3** IS 100% MADE WITH RENEWABLES

**#1** IS MADE WITH ETHICAL LABOUR

**#2** IS MADE IN AUSTRALIA

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**#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?
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.
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.
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?
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

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

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

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

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