

## **St Kilda Mums Submission to the Parliamentary Inquiry into Recycling and Waste Management.**

**Organisation: St Kilda Mums Inc**

**Prepared by: Jessica Macpherson OAM, CEO**

*This submission addresses part 3.e. of the terms of reference, identifying short and long-term solutions to the recycling and waste management system crisis, taking into account: e. the quantifiable benefits, including job creation and greenhouse gas emissions reduction, of pursuing elements of a circular economy in Victoria.*

Our vision is a future where we waste less, share more and care for every child.

Our goal is to make sure children and families are happy, healthy and safe. This is possible when families can provide their children with the best possible foundation in life.

Our mission is to rehome preloved nursery goods and essentials for school ages children to support Victorian families in need while saving the earth's precious resources.

We collect, sort and redistribute essential preloved nursery equipment, clothing, books and toys for babies and school age children. Established in 2009, we now operate in three locations; Melbourne, Geelong and Ballarat, as well as inspiring groups of "sister organisations across Australia (please see media release at the end of this submission).

We won the Premiers Sustainability Award in 2015.

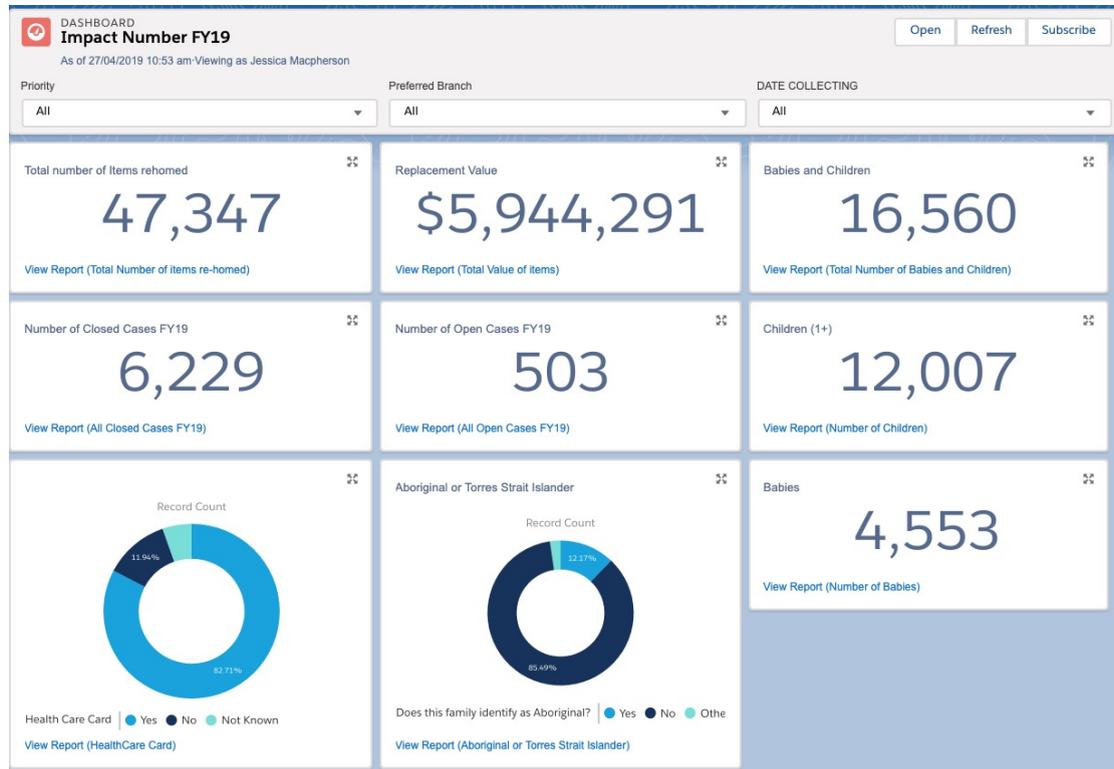
A huge motivation of the establishment of our service was the op shops unable to accept donations of nursery goods. We understand why as many new parents want to buy the best new items for their first baby and op shops are businesses that have to stock goods that sell. They further lack the volunteer resources and properly trained staff to safety check preloved goods.

We have developed a mobile application on the Apple Store called 'St Kilda Mums Baby Safe'. This application lists all of the nursery products that have been recalled worldwide. We hope to develop this application even further, to ensure that it contains a full data set of all products for sale in Australia today.

We want to promote the safe use of preloved items to encourage more parents to buy used products. This will assist in keeping these items from Landfill and ensure babies and children are kept safe.

Our work has quantifiable benefits, as detailed in the graphs below, including job creation and greenhouse gas emissions reduction. We employ 40 staff on permanent and casual contracts, and provide meaningful volunteering for 2500 people.

Our Impact FY19 to date:



Please see [this summary](#) of our Theory of Change

Please see [this summary](#) of our strategic goals for 2018 - 2020.

**Our United Nations Sustainable Development Goals**

Goal 1. End poverty in all its forms everywhere

Goal 3. Ensure healthy lives and promote well-being for all at all ages

Goal 10. Reduce inequality within and among countries

Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable

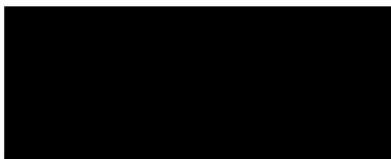
Goal 12. Ensure sustainable consumption and production patterns

Goal 13. Take urgent action to combat climate change and its impacts

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

Submission authorised by



Jessica Macpherson OAM  
CEO  
St Kilda Mums



Media release

22 March 2019

## Sisters are doing it for themselves

A network of Australian “Sister” Charities has collectively distributed more than \$12 million of essential nursery equipment and children’s clothing to families in crisis over the past 12 months.

Operating in fifteen cities, in all 6 states and the ACT, the organisations share the belief that by reusing and recycling valuable nursery equipment such as prams, cots and car seats, they give the community a way of sharing the joy of parenthood while making a major contribution to reducing landfill.

These organisations provide a valuable service to their local communities by distributing donations that include everything from triple prams to essentials like nappies, wipes and formula, clothing, bedding, books and toys.

Together these sister organisations have collected, cleaned, safety checked and distributed over 3000 car seats, 4000 prams and 2000 cots.

“Our vision is a future where we waste less, share more and care for every baby and child. 96% of everything we gave away last year was donated, but excellent quality, and thoroughly cleaned and safety checked,” says CEO of Melbourne-based charity St Kilda Mums, Jessica Macpherson OAM.

“Thanks to the generosity of the community, we were able to help over 18,000 babies and children across Victoria in the past year. All the while saving valuable items from ending up in landfill.”

The newest charity to join the network is Roundabout Canberra in the ACT. Established just 12 months ago, they have already distributed \$84,000 worth of goods, helping 380 babies from 230 families.

Roundabout Canberra founder Hannah Andrevski said the organisation has been overwhelmed by the generosity of the community who have donated time, money and goods.

“With the ever-increasing need in the Canberra and surrounding regions, we feel privileged to have been able to help so many,” she explains.

United by their belief that every baby and child has the right to equipment and clothing that will keep them safe and comfortable, each organisation is run by locals for locals.

Love To Dream founder Hana-Lia Krawchuk recently supported the collective with a generous donation of approximately \$500,000 worth of brand new sleep suits, sleeping bags and swaddles. Love To Dream pledged to keep every baby in need warm this winter. She said “Having a new baby is such an intense time in any new parent’s life, especially if that parent is experience financial hardship. By distributing much needed baby items St Kilda Mums and their sister charities do invaluable work all over the nation to relieve some of the pressure these families experience”.

St Kilda Mums’ Jessica Macpherson said “We believe it is up to us to make the world a kinder place. In a world where what we buy becomes ever-disposable, we hope we can help families to think carefully about about what they buy for their children and encourage them to share pre-loved items with their networks and charities like ours.”

The full list of “Sister” Charities is

Roundabout Canberra	ACT
The Nappy Collective	National
We Care Uniting	NSW
Mummies Paying it Forward	NSW
Dandelion Support Network	NSW
Baby Give Back	Qld
Treasure Boxes	SA
Tassie Mums	TAS
Big Group Hug	VIC
Sunshine Bendigo	VIC
St Kilda Mums (Including Geelong Mums and Eureka Mums)	VIC
Olivia's Place Warragul	VIC
Caroline Chisholm	VIC
Mums Supporting Families in Need	VIC
3081 Angels	VIC
Little Things for Tiny Tots	WA

**For further information please contact Jessica Macpherson 0437 476 750  
jessica@stkildamums.org**