

Company: Small Businesses of Australia
Nomination Submitted by: Annette Densham, Award Writing Specialist
Company Description: Award Writing Specialist
Nomination Category: Company / Organization Categories
Nomination Sub Category: Organization of the Year - Non-Profit or Government Organizations - Small
Nomination Title: Share the Dignity



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 199 words used.

Share the Dignity is an Australian charity working to end period poverty and ensure everyone who menstruates has access to the products needed to live with dignity.

Founded in 2015 by Rochelle Courtenay, it began with a simple act of compassion, collecting sanitary products for women experiencing homelessness. It's grown into a national movement powered by more than 3000 volunteers and supported by over 3,000 charity partners.

They run impactful initiatives like:

- Dignity Drives – national collection campaigns for pads and tampons
- It's in the Bag – donating handbags filled with essentials for women in crisis
- Dignity Vending Machines – dispensing free period products in schools, hospitals, public spaces
- The Bloody Big Survey – largest body of menstruation data in the world
- Indigenous Menstrual Health program – culturally safe access to products in remote communities

Share the Dignity collected and distributed over 5 million period products and more than 900,000 It's in the Bag donations. In 2019, they were responsible for the removal of GST on sanitary products in Australia,

Share the Dignity challenges stigma, influence national policy, and create lasting change, fighting for justice, health, and making sure no one's left behind simply because they menstruate.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 248 words used.

Share the Dignity made a huge impact across policy, partnerships, education, product access, and awareness.

- Distributed over 5 million period products through Dignity Drives, with 700,000 requests for products made during the 2024 drive alone.
- Delivered more than 1 million It's in the Bag donations, including 95,726 bags in 2024, supporting women facing homelessness, poverty, or domestic violence.
- Supplied 55,780 reusable period products through the Eco Period Club, a world-first initiative focused on sustainable menstrual care.
- Installed 1,100 Dignity Vending Machines (DVMs) in public spaces and schools, including 556 in Queensland state schools as part of a \$34 million partnership with the Queensland Government.

Delivered 352,000+ period products to remote Indigenous communities, working with over 1,000 charity partners to ensure culturally safe distribution.

- Collected 153,620 responses in the 2024 Bloody Big Survey, largest dataset on menstruation globally, informing national policy discussions.
- Secured a national partnership with Priceline and the Sisterhood Foundation, expanding reach through in-store campaigns, donation drives and funding support.
- Achieved ISO accreditation to strengthen data protection and ensure donor and stakeholder confidence.
- Commercialised Dignity Vending Machines through the Menstrual Equity Solutions program, reinvesting 100% of profits into the mission. It's a unique initiative aimed at providing companies with essential period care products, located in workplaces, sports venues, Australia Zoo, and Aboriginal Health Services.
- Partnered with Stadiums Queensland to prepare for the first period-friendly Olympic Games in Brisbane.
- Grew annual revenue from \$7 million to \$17 million in two years.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 250 words used.

In Australia, over one million people each month can't afford period products, leading to missed school, lost income, social isolation, and long-term health risks from using makeshift alternatives like socks, toilet paper or newspaper. It traps people, especially women and girls already experiencing disadvantage, in a cycle of shame and missed opportunity. Period poverty strips away a person's ability to participate fully in life. It contributes to gender inequality.

There's a profound silence around it. Menstruation is still taboo. The needs of those who menstruate are rarely included in workplace planning, healthcare provision, or public infrastructure. No other public health issue affecting half the population has been so consistently ignored. It's a problem most don't see. Until we made it mission to end it.

We created the Bloody Big Survey because the data didn't exist. In 2024, 153,620 people told us:

- 64% struggled to afford period products.
- 55% missed work.
- 33% scared to leave the house in case they leaked.
- 73% would think more highly of their workplace if products were provided.

Those numbers are now on the desks of politicians, principals, CEOs. They're why hospitals are being pushed to provide free products. Why businesses are installing Dignity Vending Machines. Why the conversation is shifting from "this isn't our issue" to "how do we fix this?" Solving period poverty isn't just handing out products, it's recognising a basic human right to dignity, health, and participation and challenging systems and stigma that've kept this issue invisible for too long.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 172 words used.

The 2024 Annual Report outlines our financial growth, program delivery, and the scale of product distribution showing how we've doubled our revenue from \$7 million to \$17 million while maintaining a high-impact, lean operation. It details the distribution of over 5 million period products and more than 1 million It's in the Bag donations to women and girls in need.

The Bloody Big Survey 2024 Campaign Summary evidences our leadership in data-driven advocacy. With 153,620 responses, it became the largest dataset on menstruation globally. The survey findings have been referenced in policy conversations at state and federal levels, and were central to launching our #PadUpPublicHealth campaign and expanding vending machines in workplaces and public venues.

The Menstrual Equality Solutions Program overview shows how we've commercialised access to free period care while reinvesting 100% of profits into our mission, supporting ESG outcomes for our partners and expanding access for those in in-work poverty.

We've also included our partnership documents with Priceline, demonstrating national collaboration on donation drives, awareness campaigns and product accessibility.

Attachments/Videos/Links:

[Share the Dignity](#)

[REDACTED FOR PUBLICATION]