

2022



# Direct Selling Australia

PROTECT &  
PROMOTE

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# DSA Board



**Adrian Ryan**  
Chair  
Lorraine Lea



**John Hobby**  
Vice Chair  
Nu Skin



**Anthony Dene**  
Arbonne



**Celine Egan**  
JuicePlus+



**Peter Hurley**  
Herbalife Nutrition



**Paul Jones**  
Senegence



**Sinead Pollock**  
Plexus



**Rochelle Potter**  
USANA



**Heath Tully**  
The Body  
Shop At Home

# Direct Selling Industry – Australia



**\$1.2 BILLION**  
AUD RETAIL SALES

**2021**

# Direct Selling Industry – Australia



**400,000**

TOTAL INDEPENDENT SALES PERSONS

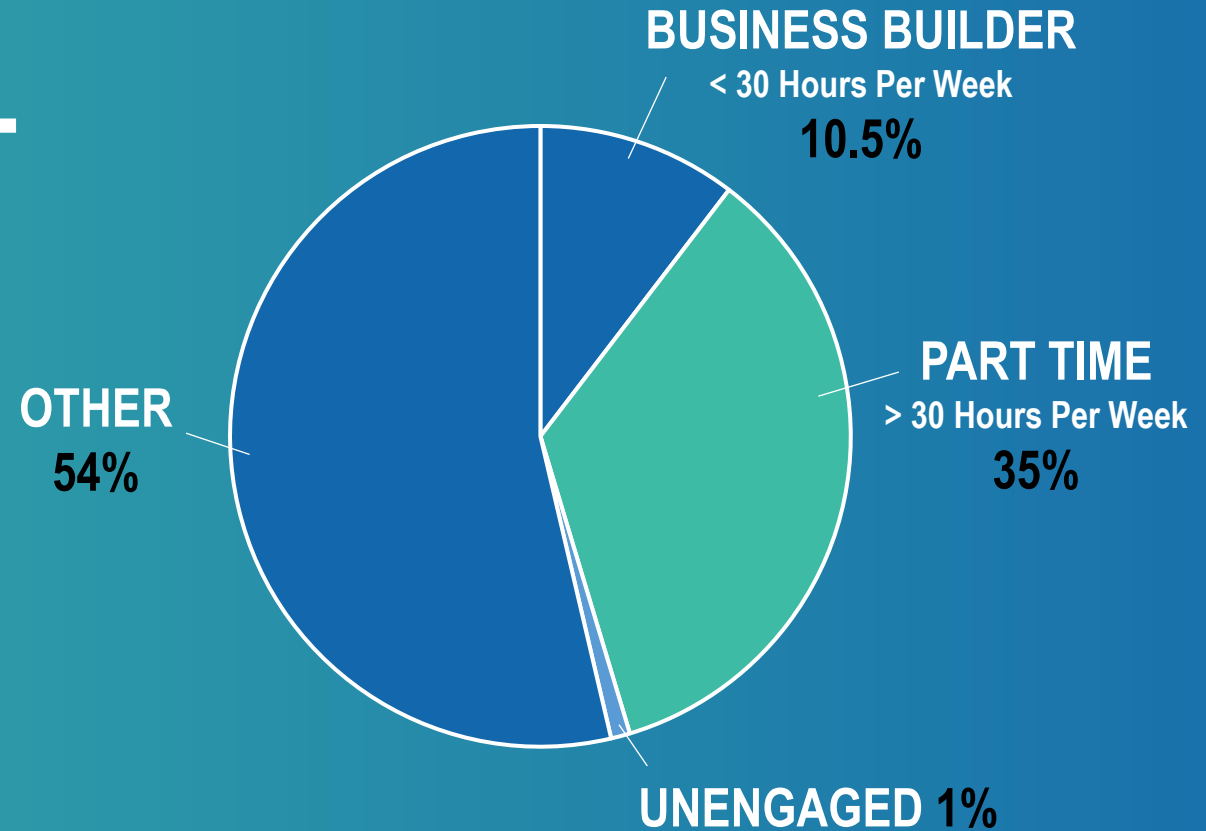


**77% WOMEN**

**2021**

# Direct Selling Industry – Australia

## ISP INVOLVEMENT



2021

# Direct Selling Industry – Australia

## TOP PRODUCT SECTORS

WELLNESS

39%

COSMETICS

26%

HOUSEHOLD

20%

2021



384,320


PREFERRED CUSTOMER  
PROGRAM


# Direct Selling Industry – Australia



**DSA REPRESENTS**  
**70%**  
**OF THE CHANNEL**

## LOCATION

**METRO**   
**53%**

**REGIONAL**   
**47%**

**2021**

# Direct Selling Industry – Australia

GLOBAL &  
LOCAL IMPACT



2021

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**\$1,618,137**

MONETARY DONATIONS TO AUSTRALIAN  
CHARITIES

**\$637,420**

PRODUCT DONATIONS TO AUSTRALIAN  
CHARITIES

**\$1,647,301**

MONETARY DONATIONS TO OVERSEAS  
CHARITIES