

2022



Direct Selling Australia

PROTECT &
PROMOTE

DSA Board



Peter Hurley
Chair
Herbalife Nutrition



John Hobby
Vice Chair
Nu Skin



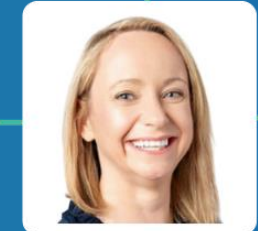
Anthony Dene
Arbonne



Celine Egan
Juice Plus+



Mark Kindness
Norwex



Sinead Pollock
Plexus



Adrian Ryan
Lorraine Lea



Melissa Seitz
Rodan & Fields



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

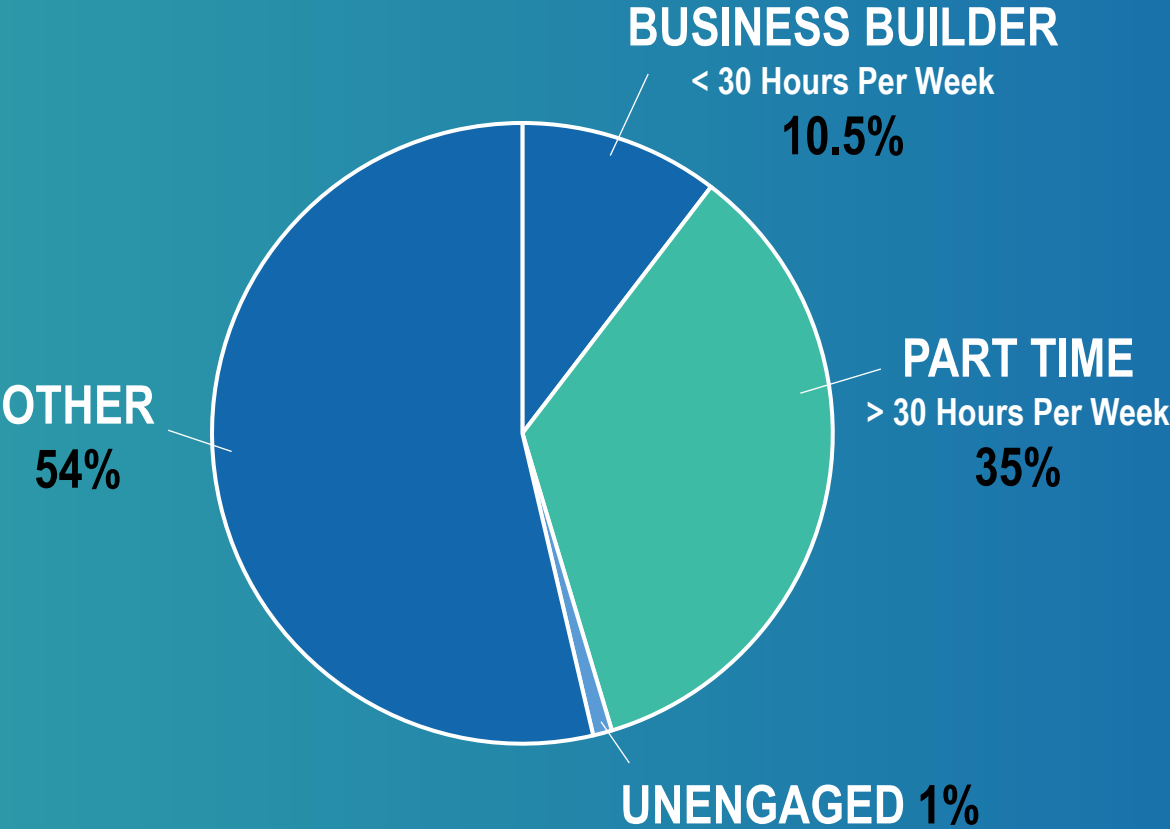


77% WOMEN

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

\$1,618,137

MONETARY DONATIONS TO AUSTRALIAN
CHARITIES

\$637,420

PRODUCT DONATIONS TO AUSTRALIAN
CHARITIES

\$1,647,301

MONETARY DONATIONS TO OVERSEAS
CHARITIES