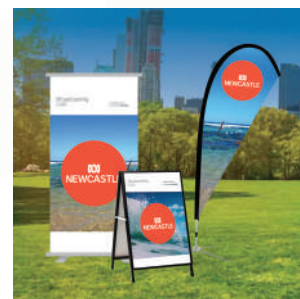
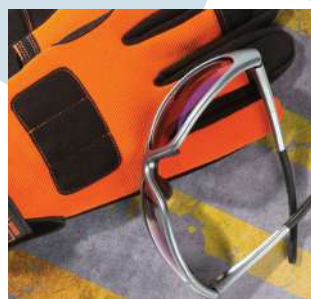




# CAPABILITY STATEMENT



OFFICE WEAR | WORK WEAR | PPE/BOOTS | PROMOTIONS | SIGNAGE

# Who we are.

Established in 2013, Geared Up Culcha (GUC) is an Aboriginal-owned and controlled company that proudly balances diverse social priorities against commercial reality. GUC's core business is the customisation and supply of corporate uniforms, work wear, personal protective equipment (PPE), promotional merchandise, and signage (print, banners, wraps, pull ups). We deliver nationally and our success is demonstrated by our ever growing client base and reputation for delivering outstanding outcomes.

Our entire approach at GUC comes from our strong family base - whether big or small, we treat your business as if it were our own: your business is our business and your success is our success. We strive to match our products to your overall business profile, with consideration for targeted promotional campaigns to get the best bang for your buck.



# Our people.

Geared Up Culcha maintains an ongoing commitment to providing a responsible and supportive working environment for all GUC resellers, employees and Supplier Partner personnel.

We have a multi-functional team which includes account managers, sales experts, in-house designers, printing and warehouse staff.



# Our clients.

Our company can proudly call some of Australia's biggest businesses, tier one multi-nationals, Federal and State Government agencies, and Indigenous organisations our clients.



**Geared Up Culcha**  
provides all your  
branding solutions for  
work wear, promotional  
products, signage, PPE  
and marketing.



## A photograph showing three folded shirts laid out on a rustic wooden plank surface. From left to right: a light-colored shirt with thin vertical stripes, a dark navy blue solid-colored shirt, and a shirt with a small blue and white checkered pattern. The shirts are neatly folded, showing the collars and button plackets.

We supply quality work wear for high visibility work sites, corporates, hospitality, the health sector and sports teams.

A large collection of various promotional items and gifts, including pens, mugs, t-shirts, keychains, and more. The items are arranged in a grid-like fashion, showcasing a wide variety of options for branding and gifting.

Whether launching a new product or wanting a unique item to leave behind at sales calls, Geared Up Culcha can help you make the greatest impact with thousands of promotional products at our fingertips.

# Signage.

## A collection of personal protective equipment (PPE) is displayed on a dark wooden surface. In the foreground, a bright yellow hard hat is positioned on the left. To its right, a pair of yellow safety glasses with a white strap lies on a high-visibility orange and yellow safety vest. Behind the glasses, a pair of black work gloves is visible. On the right side of the image, a tan-colored work boot with black laces and a black sole is shown. The boot has a small black label on the side with the word 'SAFETY' in white. The background is a dark, textured wooden surface.

Keeping your workers safe is the most important thing you can do in any work place.

We can gear up your workers with high visibility clothing, steel cap boots and accessories from Australia's leading certified safety brands.

# Embellishment solutions.

Geared Up Culcha offers a wide variety of embellishments to suit your branding needs such as embroidery, screen printing, offset, wide format and digital printing, direct to garment, sublimation, pad printing and engraving.

We also have in-house embellishment service that includes embroidery and wide format printing. Our in-house embroidery service has the capacity to run 5000 embroideries per week. Our in-house wide format digital printing can provide pop up banners, A Frames, decals, vinyl banners, magnets, car wraps, posters and more.



**EMBROIDERY | SCREEN PRINTING | OFFSET & DIGITAL PRINTING  
WIDE FORMAT PRINTING | DIRECT TO GARMENT | HEAT PRESS  
SUBLIMATION | PAD PRINTING | LASER ENGRAVING**

# Innovation & Technology.

Geared Up Culcha's proprietary online ordering portal offers clients an unprecedented level of customisation to meet their specific needs, such as enabling authorised team members to order pre-approved PPE items and uniforms at contracted pricing and being able to tailor their online store to "look and feel" like an extension of each client's online environment, with familiar icons, categories and language.

Geared Up Culcha's portal provides a competitive edge and provides clients with efficient modes of placing and fulfilling orders. As GUC owns their own bespoke ordering portal, there is no charge for construction or maintenance for the customer.



Geared Up Culcha has also moved their Back Office platform to a full Enterprise Relationship Planning (ERP) system through Netsuite, which has the option of working directly with other ERP/SAP systems through API or EDI. This ensures that there is a single source of truth, as well as decreasing human error when transposing data. It also gives our customer the added advantage of real time inventory management, and shipping and tracking details.



# Capacity & Capability



Geared Up Culcha has executed a large number of contracts seamlessly both previously and ongoing, adhering to the principle of delivering in full, on time and error free. GUC has exceptional capability in meeting customer requirements in an agreed and prescribed time-frame. A snapshot of our current and previous contracts are as follows.



## ABC RADIO

2019 | ABC Regional rebrand for in studio and portable outdoor broadcasting. Production of pull-up banners, A-frames, teardrop flags, bunting, table covers, postcards, bags and pens. Rolled out to 44 stations across Australia.

VALUE \$200,000



## CUMMINS SOUTH PACIFIC

2019 | Ongoing National Contract for PPE for 1,500 staff. National distribution to 35 locations across Australia.

VALUE \$300,000



## GOLDDOC - COMMONWEALTH GAMES

2018 | Provision of 12,000 garments to fit out Bus Drivers for the Commonwealth Games.

VALUE \$150,000



## PRIME MINISTER AND CABINET

2017 - 2018 | Provided up to 74,000 shirts and 34,000 hats to CDP participants across remote communities nationally. Developed a customised ordering portal for providers across the 61 Regions and 140 locations.

VALUE \$3.1 Million



## AUSTRALIAN BUREAU OF STATISTICS

2016 | National Census Campaign: provide branded promotional items including 30,000 mini AFL balls, 20,000 key rings, 30,000 magnets, 30,000 water bottles. Distribution to locations in all States and Territories. Supplied and delivered within 6 weeks.

VALUE \$250,000



**Geared Up Culcha  
is dedicated to the  
advancement of  
Indigenous enterprise  
and actively pursues a  
number of socially-driven  
initiatives**

Preferred supplier status for Indigenous businesses

Mentorship of seedling Indigenous businesses

Targeted Indigenous employment and youth internship program

Share of profits on targeted products to Indigenous Literacy Foundation

Supplying Origin Energy Indigenous student program

## **Corporate social responsibility and ethical standards**



Geared Up Culcha is committed to ensuring our suppliers meet the highest standards in ethical, responsible and sustainable conduct and corporate social responsibility. The six key areas we are focused on are: Indigenous Community Impact, People & Training, Health & Safety, Environment, Community & Marketplace, and Ethical Standards.

### **Indigenous Community Impact**

GUC utilises Indigenous businesses where possible in our supply chain and when combined with the increasing focus on Indigenous procurement facilitates an organic growth cycle that translates into increased local employment opportunities.

### **Our environment.**

GUC is committed to reducing its environmental footprint by ensuring our Supplier Partners have robust environmental management systems that apply to all locations and businesses across the entire supply chain ranging from sourcing, manufacturing, packaging, handling, right through to the disposal of products. GUC actively seeks out continuous environmental improvement initiatives through the application of guiding principles: reduce, reuse and recycle.

### **Our community.**

GUC's community focus invests in programs that aim to enhance the social and economic wellbeing of the communities where its employees and resellers operate.

Similarly, GUC places a high weighting on Supplier Partners that have adopted a reinvestment philosophy through the meaningful contribution and development in local communities and support of charitable organisations.

### **Our marketplace.**

Consideration of the impact a business makes on the environment and the communities in which we operate is central. This concern also extends to the environmental and social conduct of our Supplier Partners.



**GUC is committed to attaining the highest standards in ethical, responsible and sustainable conduct. Corporate social responsibility touches and is instructive in every part of our business supply chain.**



# THINK GLOBALLY. ACT LOCALLY.

## **Brisbane (HQ)**

2/120 Bluestone Circuit  
Seventeen Mile Rocks QLD

## **Melbourne**

3/30 Cremorne Street  
Cremorne VIC

## **Adelaide**

42-68 Mawson Lakes Boulevard  
Mawson Lakes SA

Phone 07 3715 8419  
[sales@gearedupculcha.com.au](mailto:sales@gearedupculcha.com.au)  
[www.gearedupculcha.com.au](http://www.gearedupculcha.com.au)



*Artist: Bianca Gardiner-Dodd. Kamilaroi Woman living in Northern NSW | Artwork: This is an original artwork that represents a campfire, bringing people together.*