



geared up
CULCHA

gearedupculcha.com.au

CAPABILITY
statement.

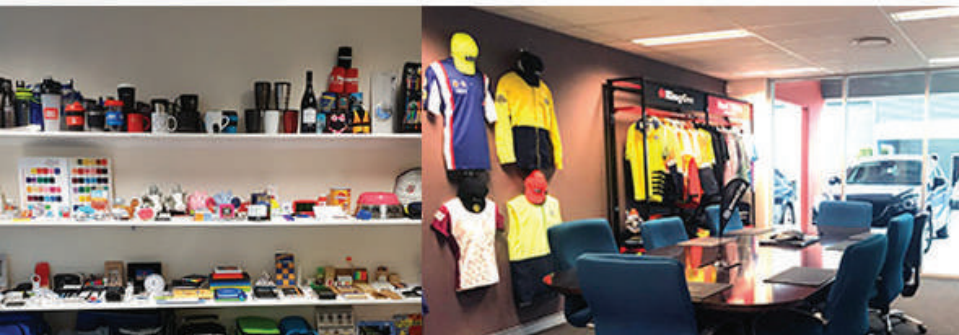
WHO IS *geared up culcha.*

Established in 2013, Geared Up Culcha (GUC) is an Aboriginal owned and operated company that is Supply Nation Certified 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.

To continually build our capacity and capability, we have invested heavily into our own business to ensure independent, efficient and effective service for our clients. **We proudly have our own brick, clicks and in-house embellishment technology.**





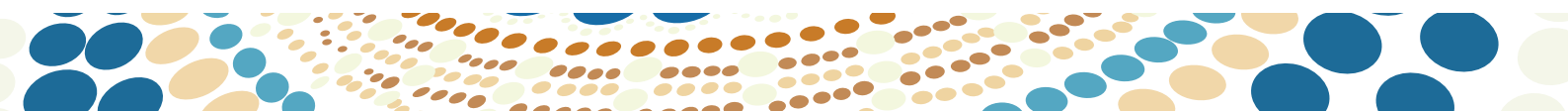
confident. capable. reliable.

OUR *people.*

We're a passionate team of safety and branding experts who are constantly on the look out for something that wows our clients.

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, embroidery and warehouse staff.



OUR *village.*

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.



“GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON”

Steve Jobs



EMBELLISHMENT *solutions.*

With a state of the art in-house embellishment department, Geared Up Culcha offers embroidery, screen printing, offset, wide format and digital printing, direct to garment, sublimation, pad printing, heat press and engraving to suit all your branding needs.

Our in-house embroidery service has the capacity to run 5,000 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 much more.

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



INNOVATION AND *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.

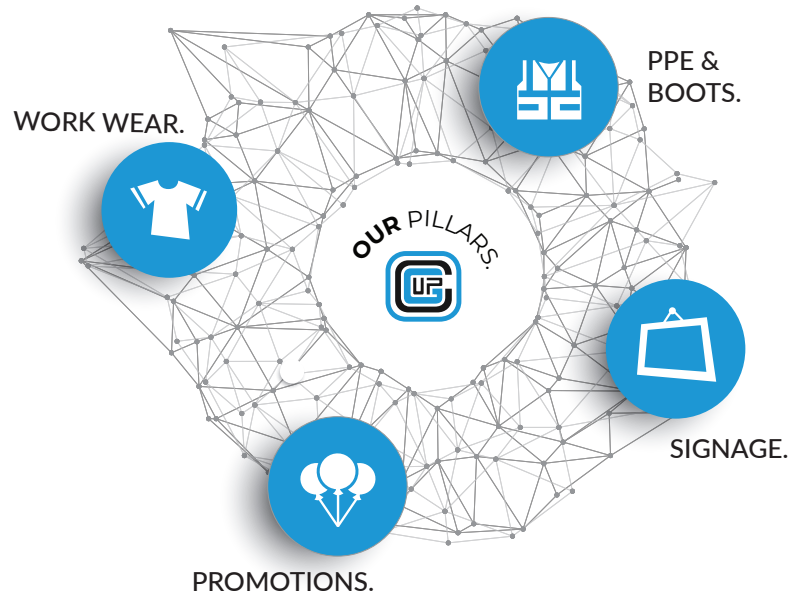
[VIEW LIVE DEMO](#)



OUR *pillars.*

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 based on our **4 Pillars, Work Wear, Promotion Merchandise, Signage, PPE and Boots**, with consideration for targeted campaigns to get the best bang for your buck.



GEARED UP CULCHA PROVIDES ALL YOUR
safety & brand solutions **IN ONE PLACE.**



TRENDS



Just some of the suppliers we trust.

OUR *partners.*

We offer an extensive supply chain capability and provide our customers a choice of quality products that are manufactured to a high quality standard.

We are committed to ensuring our suppliers meet the highest standards in ethical, responsible and sustainable conduct and corporate social responsibility.

CAPACITY AND *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.



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



For every dollar of revenue spent with an
INDIGENOUS BUSINESS
\$4.41 of economic and social value is created

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.

THINK GLOBALLY. ACT LOCALLY.



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we proudly support

