

# POSITION.

## Capability Statement

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Position is a leading, independent, Aboriginal-owned and operated corporate branding specialist.

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## VISION STATEMENT

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Our vision is to be a supplier of choice for corporate Australia, and to deliver tangible social impact for Aboriginal Australians through the investment of profits into our Social Impact Fund.

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## KEY CAPABILITIES

- » Independently owned
- » Full warehousing and logistics capability
- » Customised pick and pack solutions
- » Branded merchandise stores and online ordering solutions
- » Quality control team in China
- » International distribution
- » Dedicated Social Impact Fund supporting projects which create positive impact for Aboriginal Australians

## ACCREDITATIONS



**AUSTRALASIAN PROMOTIONAL  
PRODUCTS ASSOCIATION**

*Australasian Promotional  
Products Association Member*



*ICN Gateway  
Registered*



*NSW Indigenous Chamber of  
Commerce Member*



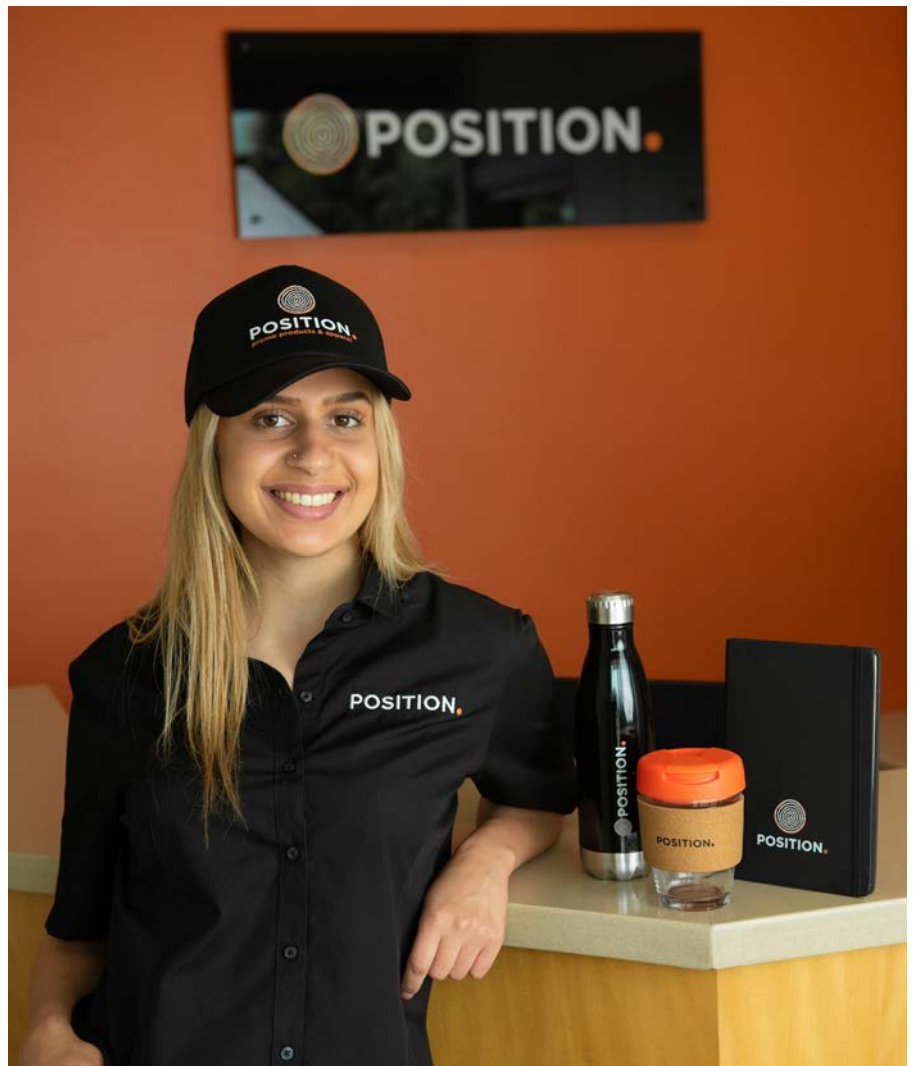
*Supply Nation Certified  
Certification Date: 14/6/2018*

## WHAT WE DO

Our team brings over 20 years' experience in the industry, and is committed to providing the best product, price and service to our valued clients.

Our strong domestic and international supply relationships, including our team on the ground in China, mean we are uniquely positioned to offer highly competitive pricing, source new and innovative products before they enter the Australian market, and oversee the manufacturing process to ensure all goods meet Australian social compliance and quality standards.

We currently service over 300 clients and many of these include blue-chip global brands.



## PROMOTIONAL PRODUCTS

Position offers over 5000 individual promotional product lines including an eco and sustainable range, on-boarding SWAG kits, corporate gifts, technology items, event and conference merchandise, branded office items and drinkware.

We also have unique access to new and innovative products before they hit the market, thanks to our established relationships with local and international suppliers, including our team in Shenzhen, China, one of the world's biggest technology and innovation hubs.

## PRINT SOLUTIONS

Our print solutions team bring over 15 year's experience in the printing industry, and ensure all projects are competitively priced and delivered to the highest standard. Our team are experienced in all types of print management from digital and offset, to large format and mailing.

Our range of services includes:

- » Corporate stationery
- » Promotional print
- » Publishing
- » Direct mail
- » Postcards
- » Personalisation and variable data
- » Storage and distribution
- » Custom solutions and more



## APPAREL

The Position team includes apparel specialists, who bring a wealth of experience in sourcing apparel and all types of decoration. Our apparel range includes corporate uniforms, workwear, promotional clothing, hi-vis, sustainable fabrics and brands, headwear and more, and is underpinned by our industry-leading online ordering platforms. Fully customisable to your brand, these online stores can provide your employees with a simple tool to explore approved apparel ranges, review size charts and order uniforms.

## OFFICE SUPPLIES

We offer a comprehensive range of competitively priced stationery and office supplies including paper products, toner, ink, office furniture, cleaning supplies, janitorial products and more. With over 20,000 items available, our range includes the recognised brands you know and trust, as well as cost effective solutions for the budget conscious.

Our supply partners also ensure we offer clients highly efficient fulfillment and distribution Australia-wide.



## PERSONAL PROTECTIVE EQUIPMENT (PPE)

Position was one of the first responders to the COVID-19 crisis in 2020, supplying over 500,000 units of hand sanitiser, 12,000,000 units of face masks and 50,000 units of isolation gowns, amongst other hygiene items, to corporate Australia and many Government organisations.

Our ability to identify and audit factories was pivotal in our capacity to service needs quickly in Australia and our ongoing supply relationships and warehousing capability have meant continuous supply for clients over the last 18 months. Our range includes TGA approved face masks, anti-bacterial products, gowns, gloves and janitorial items.

## GLOBAL SOURCING

For offshore production, our buying is consolidated primarily through one partner in China, who we have been working with for over a decade. This ensures we secure the best price at all times, procure quality merchandise and deliver jobs to clients as efficiently as possible.

Our on-the-ground-team are also experienced in sourcing new and bespoke products on request and have developed custom items in unique moulds for many of our clients.



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## TESTIMONIALS

“Aurecon is proud to have engaged Position Promo as it’s contracted promotional merchandise supplier for 3 years. Our experience with Position Promo to date has been that they have exceeded the expectations of the service level agreement and have been a pleasure to work with.

A wide variety of product range, fast delivery times and personalised account management service has been a feature of our partnership. They have also had an ability to suggest new and interesting products that add value to our brand.”

**Ravi Kotecha**

*Strategic Sourcing and Procurement Category Manager – ANZ  
Aurecon*

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“Serco Australia Pty Ltd (Serco) have appreciated the multifaceted work of Position Promo...To date, both your service and quality of goods have been of the highest standard. We appreciate having a dedicated Account and Production Manager and as a result of this have been afforded a personable and speedy delivery each and every time. Further, Serco continue to recognise and promote your commitment to creating a positive social impact through your business development. We do – and will continue to – strongly recommend your services.”

**Lana Sandas**

*Director, Alternative Justice  
Serco Australia Pty Ltd*

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“Microsoft would like to extend this reference to Position Promo concerning the supply of promotional products and apparel. We have been working with Position Promo for 12 months and can strongly recommend their services. Our team has worked with many suppliers in the industry and can recommend Position Promo based on their service driven approach and emphasis on delivering product options that fit our brand.”

**Dave Andrews**

*Senior Procurement Engagement Manager  
Microsoft Procurement*



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## QUALITY OF SERVICE

At Position we pride ourselves on delivering a personalised, Account Management style of service.

Our experienced team are proactive in working with clients on campaign strategies and concept development, providing new ideas to meet our client's objectives, strengthen their brand and offer a cost-effective solution to their needs. Once approved for production, our team works holistically to ensure regular communication with all stakeholders and on-time project delivery.

## WAREHOUSING, FULFILMENT AND DISTRIBUTION

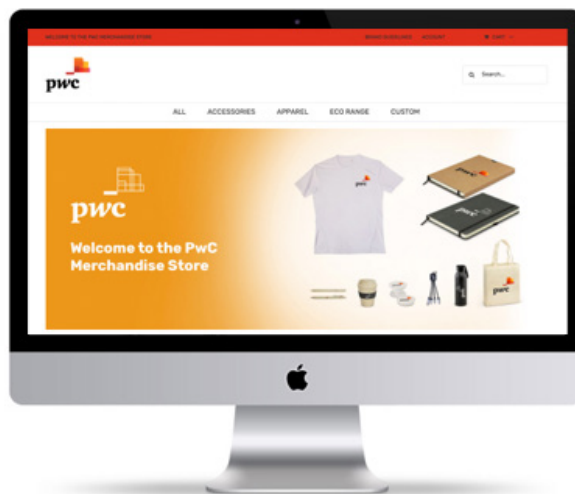
Position has the ability to warehouse and distribute locally and internationally, with warehousing operations in both China and Australia and trusted freight partners. We are experienced in delivering projects both large and small, to commercial and residential locations, including with track and trace accountability for recipients.

Our inventory management and fulfilment offering, includes real time inventory updates, quality controlled pick and pack, custom kitting and a range of shipping options including pallet, carton and eco solutions. Our dedicated team ensure our client's projects are delivered efficiently and accurately for your peace of mind.

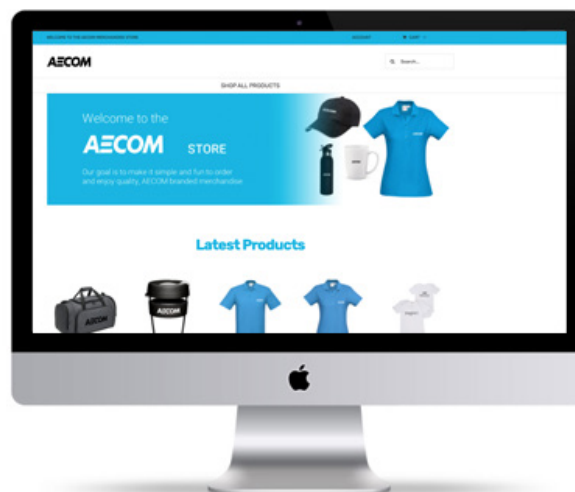
## ONLINE PLATFORMS

Position offers an industry-leading product, design and distribution model, underpinned by our sophisticated and easy to use online ordering platform (based on WooCommerce). Our online ordering solutions are fully customisable to our client's needs and include product specification, tiered pricing, stock on hand/inventory management, shipping calculators, gift cards, payment processing, order history, shipment track/trace and reporting. New items that we believe will suit the client brand are rotated through the store along with special offers and value-add opportunities.

We are also experienced in integration with e-Procurement platforms such as Basware, Coupa and Ariba, including punchout, allowing us to deliver a seamless ordering, fulfilment and inventory management process for our clients.



*Branded Merchandise Stores*



*Online Ordering Platforms*

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## SOCIAL RESPONSIBILITY

Corporate Social Responsibility refers to obligations towards society, relating to both the environment and people impacted by the products, services and supply chain of a business.

At Position, we take this responsibility very seriously and require strict compliance with our Code of Conduct and Corporate Social Responsibility standards, from all employees, suppliers, manufacturers, subcontractors and production facilities we engage.

Position is a member of APPA (Australian Promotional Products Association) and is committed to honouring the APPA Code of Conduct and APPA Constitution.

### Sourcing

As well as examining the environmental impact of our own practises, Position examines the sustainability and environmental impact of goods when sourcing our extensive product ranges. We aim to provide products that can meet these needs where ever possible and have established partnerships with suppliers who specialise in the wholesale of ethical apparel and merchandise.

### Safety

Ensuring product safety and quality are a fundamental part of what we do, whether that be in the provision of promotional merchandise, apparel or Personal Protective Equipment (PPE). We are committed to ensuring the highest standards of safety possible across our range, and we comply with all relevant product safety laws and regulations. To ensure our products meet our quality and safety standards we engage the following processes:

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### Factory & Supplier Audits

Our on-the-ground team in China inspects all factories we engage, completing our 100 point Supplier Quality Audit (SQA) to ensure they meet our strict Code of Conduct and Social Responsibility standards. We also provide our clients with third party audits upon request (for example Sedex SMETA) which can provide a detailed analysis of the condition, strengths and weaknesses of a supplier.

### Inspections

Our inspection criteria is based on both current regulations and our Production team's years of experience, to ensure our products meet all quality, safety and compliance standards. Where applicable, we also conduct independent product testing through partners such as SGS and TÜV Rheinland.

### Transparency

Position's commitment to safety isn't just about mandatory testing and supplier audits – our presence in China means we consistently work closely with our supply chain, allowing us to maintain full transparency and ensure safe and ethical working practices for our clients.

Suppliers to Position are required to:

- » Comply with policies and all applicable laws in the countries of operation. Wherever standards differ, the standard offering the greater degree of protection to workers applies.
- » Allocate required resources for full implementation of social compliance.
- » Communicate policies to all employees, sub-contractors, home workers, temporary and contract workers and suppliers engaged in their supply chain.
- » Communicate honestly and openly with Position and allow access to sites and documentation as required to evaluate performance against social compliance policies.

## SOCIAL IMPACT

As an Aboriginal owned business, we have a strong commitment to social impact, and this is embedded into our business model. For every order placed with Position, a percentage is allocated to our dedicated Social Impact Fund. This fund is utilised to support in projects which provide positive social outcomes for Aboriginal people, and to date has invested over \$100,000 in a range of initiatives.

We invite all our clients to share the journey with us in this space, and our partners are actively involved in the impact projects which result from orders placed with Position.

## OUR BOARD

The Position Social Impact Board is responsible for governance of social impact investments and ensuring these projects deliver positive and sustainable social change for Aboriginal and Torres Strait Islander people.



*Justin Doyle*



*Joshua Toole*



*Jarin Baigent*



*Dean Widders*

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## Jarin Baigent

### *Jarin Street / TradingBLAK*

Jarin is a Wiradjuri woman and founding member of Indigenous business collective TradingBLAK and sportswear brand Jarin Street. Trading Blak was founded in response to the disempowering and harmful impacts of misrepresentation within the Aboriginal business landscape and is dedicated to supporting the growth of the Indigenous business sector. Jarin also founded activewear and yoga supplies brand Jarin Street which aims to provide ongoing ethical and sustainable support to artists who contribute their work. Jarin has recently launched the first ever Aboriginal owned fashion retail store in a Westfield centre, Jarin Street x TradingBLAK.

## Joshua Toole

### *BlackFit Fitness*

Joshua is a Gomeroi man and founder of BlackFit Fitness. Established in 2015, BlackFit is dedicated to closing the health gap through education and promotion of active lifestyles. Joshua delivers a range of holistic and culturally informed programs that empower children and communities to make healthy lifestyle choices and live quality, healthy lives.

## Justin Doyle

### *Position*

Justin is an Aboriginal man whose family descend from the Anawain people of Northern NSW. He is an Owner and Managing Director of Position and brings over 15 years' experience across Financial Services, Government and the Aboriginal business sector.

Through his business ventures, Justin has funded Aboriginal social impact investment of over \$500,000 and supported numerous initiatives to create positive social impact for Aboriginal people. His business mentoring program has supported the creation and growth of 12 Aboriginal start-ups resulting in an annual turnover of more than \$30m and the creation of over 250 new employment opportunities for Aboriginal people.

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## Dean Widders

*Women's Coach – South Sydney Rabbitohs.  
Aboriginal Health – St Vincent's Hospital.*

Dean is an Anaiwan man and former professional rugby league footballer. He is passionate about Rugby League and the difference it can make in the community, particularly for those in remote areas and Indigenous Australians, and is a great advocate for women playing the game. He delivers workshops on youth leadership, decision making and goal setting and is currently the coach of the South Sydney Rabbitohs Women's Team. Dean is an Ambassador for the National Aboriginal Sports Corporation Australia (NASCA).

## SOCIAL IMPACT INVESTMENTS



*Dr Tracy Westerman*



### The Westerman Jilya Institute for Indigenous Mental Health

Position supports the Westerman Jilya Institute for Indigenous Mental Health, a national program for driving clinical and cultural best practice services into high need Indigenous communities.

The Institute was founded by Dr Tracy Westerman, a proud Njamal woman from the Pilbara and Western Australia's Australian of the Year in 2018. Tracy has been recognised for spending over two decades working to reduce the burden of mental ill health and suicide in Aboriginal communities.



### Swinburne University Student Scholarships

The Swinburne Indigenous Bursaries program is supported by Position. This program allows Indigenous students to purchase support materials for their studies, for example textbooks, journals, laptops or computers, stationery or public transport passes.

### The Flood

Position is a proud investor in feature film The Flood, which aims at growing momentum towards social justice and reconciliation through thrilling entertainment. This important truth-telling film is an action packed, contemporary, female-led western which follows three generations of women, black and white, who experience the worst punishments of a rural, violent patriarchy, built on systemic and lawful injustice.

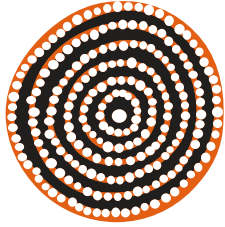
### Breaking Silent Codes

Position is proud to have provided financial support for First Nations women to attend the Breaking Silent Codes Forum at the United Nations Commission on the Status of Women. The women all have lived-experience and shared with the global community the knowledge they have gained in breaking the cycle of violence and the pathways that have allowed women to live freely and safely in their communities. This event was the largest gathering of Australian First Nations women to ever attend and host an event at the United Nations Commission on the Status of Women.



CLIENTS





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[www.positionpromo.com.au](http://www.positionpromo.com.au)  
[contact@positionpromo.com.au](mailto:contact@positionpromo.com.au)  
+61 8 8344 4537

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