

OUR CAPABILITIES:

1. Understanding of requirements:

Promo Gear has a strong understanding of the requirements to have quality promotional products that enhance brand identity, satisfy specific marketing needs, meet quality and price points and are delivered in a timely manner.

Promo Gear has a range of high-profile government and corporate clients and is fully aware of the importance of brand integrity and the multi-faceted purpose of marketing collateral. We have sourced, designed and delivered branded merchandise, PPE, clothing and gift ranges for a variety of high-profile events, inventory programs, recognition and award programs and national rebranding strategies.

Promo Gear was a sublicensee for the Gold Coast 2018 Commonwealth Games. We successfully delivered a wide range of branded merchandise for Gold Coast 2018 Commonwealth Games Corporation (GOLDOC), Department of Tourism, Major Events, Small Business and the Commonwealth Games (DTESB), Queensland Police, Matevents Pty Ltd (Master Licensee) and many sponsors (Optus, Aggreko, Ottobock, Griffith University, Harvey Norman and many more). We delivered quality merchandise on time, on budget and in accordance with stringent brand guidelines, ethical sourcing policies and merchandising standards.

We were very proud to receive an Honorary Certificate of Excellence for assisting in the delivery of the Commonwealth Games 2018 Project.

We have established long-term relationships with many of our government and corporate clients, for example we have been providing branded merchandise for the Queensland Government Department of Communities for over a decade – a testament to our focus on customer service, attention to detail and quality goods and products.

Further, given that we are 100% Aboriginal owned and operated (Supply Nation Certified) and committed to quality, ethical and sustainable products – we are very selective about the branded merchandise we use. We will never supply a product that poses a reputational risk for our business or that of our clients.

2. Quality of Proposed Products:

Promo Gear, like other businesses in our industry, has access to millions of products from thousands of manufacturers and decorators. However, we only source products from reliable manufacturers committed to providing quality and durable merchandise and who have sustainable and ethical sourcing standards. Further, it is our commitment to quality which underpins our success as a business and our successful ongoing client relationships.

Quality is a key value for Promo Gear – it influences every aspect of how our business operates. Whilst we are a modern business with sophisticated internal technological production management systems and online presence, our key value proposition for clients is our passion for exemplary client service, understanding client needs and an absolute commitment to delivering quality outcomes.

Our quality process starts from the minute we receive an enquiry or interact with a prospective client. First and foremost, we ensure we fully understand the requirements of our clients – in terms of budget, target market, intended function, shape, size, colour, material, durability and delivery timeframe. We also take the time to seek feedback which sets the criteria to select and source future products.

We then approach our select group of key manufacturers to review their available products. We have strong and longstanding relationships with our manufacturers who consistently deliver quality and durable products to a high standard, in a timely fashion. We review the client's pricing point and criteria against the products available to select product options for the client to review. When requested, we provide sample/s for our clients to physically see the product to assist with internal decision-making processes. For high volume or high value products, we always sample before we proceed to mass production.

Once the products are manufactured, they are returned to our warehouse for our first stage of quality control inspections. Received stock is counted and checked for quality, durability and workmanship before it is dispatched for the next stage in the process.

At Promo Gear, all artwork and approvals are managed in-house. Our Marketing and Design Manager was a Senior Designer with Queensland Government for 28 years and she takes control of the artwork process - ensuring logos are in the right format and correctly colour matched in accordance with client branding style guides. We then engage with our decorators – all experienced veterans of their industries. We understand each decorator's specialised skills, capabilities and expertise and match them directly to each project depending on product and client's needs.

Invariably, regardless of rigorous internal processes, sometimes things can go wrong. One of our key value propositions to our clients is how we rectify and address issues. Our business mantra is where we identify a problem, we explore all possible solutions to ensure a successful outcome for our clients. We also trust our internal value system – if we are in any doubt about the quality of a branded product, we do not dispatch.

Our delivery timeframes generally allow a safety buffer for additional time prior to event or critical dates which means if an issue is detected during production it can be addressed without compromising delivery. In the case of branded merchandise manufactured offshore, our detailed pre-production sampling process mitigates 99% of product quality risk. When a pre-production sample is approved, final mass-produced goods are checked against the approved sample for consistency of materials and decoration quality.

International freight can sometimes be delayed due to severe weather conditions at offshore ports. Our excellent communication network with our manufacturers means we are kept abreast of these types of developments and take steps to ameliorate their impact – whether this means airfreighting some of the bulk order at our expense to meet critical dates or sourcing from local stock as an interim measure. Promo Gear will do whatever it takes to ensure we meet our commitment to our clients.

Although the delivery timeframe of the merchandise is not stipulated, we have selected local delivery options and only used manufacturers with a track record for delivery. As a cost saving comparison, we also provided full custom-made solutions with a longer lead time.

Our outstanding quality processes can be exemplified by our limited warranty returns. In 2019 Promo Gear had a turnover of over \$3M, but our warranty returns were only 0.035% - totalling \$1072.80.

3. Suppliers Capacity and Experience:

Promo Gear currently supplies a range of goods for government departments and agencies, large national and international corporations, national sporting organisations and educational institutions. Recently, Promo Gear was an official licensee and supplier of the Gold Coast 2018 Commonwealth Games (GC2018). The products we supplied included water bottles, pens, custom designed lanyards and ticket holders, custom designed sublimated garments (GOLDOC RAP polos, Queen Baton Relay polos and Village Lifeguard polos), custom designed mini footballs, 18,000 volunteer keep cups, 13,000 Village Key Tags, 10,000 supporter clappers and a wide range of branded sponsor merchandise.

Promo Gear was also required to produce 3,000 Australian Supporter tees in **72 hours** after the tees supplied by the master licensee sold out during the first week of the Games. This involved procuring the stock, printing and attaching retail swing tags and screen printing the tees both sides. With our robust and incredibly supportive manufacturers, printers and decorators, Promo Gear delivered in full - enabling the sale of supporters' tees for the remainder of the Games events.

Promo Gear continues to successfully deliver custom made branded merchandise for the Smartraveller, Australia Awards, Global Alumni and New Colombo Plan programs administered by the Department of Foreign Affairs and Trade. We have worked closely with DFAT on several programs over the past 3 years and supplied both high and low volumes, on both extended and short timeframes.

We have substantial experience in supplying a vast array of branded merchandise and corporate gifts – from custom made crystal coasters designed to replicate a remote control, to custom designed sporting apparel, satchel bags, umbrellas and headwear, to custom made leather cricket balls, diamond encrusted watches, engraved and printed pens, custom made USB's, barking soft toy dogs and custom-made lapel pins. The suggested material requested by you are items Promo Gear has managed previously and many we provide daily to our valued clients.

An additional high-profile supply arrangement with tight timeframes was the G20 held in Brisbane in November 2014. Promo Gear was selected to design and supply a range of merchandise including 500 custom made polos for Police logistics staff, 6500 custom made duffle bags and 5000 pens for staff and support personnel. Given the scale of the event, pricing was extremely competitive. However, accuracy of design and reliability of supply were critical given the international exposure associated with the event.

4. Flexibility and Innovation:

Promo Gear has supplied branded merchandise since 1976 and has covered all levels of customisation from decorating stock/readymade items such as pens, apparel, headwear, notebooks, watches, torches, multitools, coffee mugs and reusable keep cups, power banks and USB's etc. to designing and manufacturing fully customised merchandise including 7500 custom sourced portable fans for an automated skylight promotion, and the custom design and manufacture of a replica Walk of Fame Star in keyring format to celebrate Steve Irwin's posthumously awarded Star in April 2018.

Cost efficiency and economies of scale form an integral part of Promo Gear's quality processes and are always considered when assessing client requirements. Following are the key discount areas and considerations:

- i. **Product specifications.** In the case of readymade merchandise, goods are often available from many manufacturers with only subtle differences, yet significant price savings. We always strive to match a client's specific requirements but will also suggest an alternative if it offers better value for money for the client.
- ii. **Volume discounts.** Significant price savings can be achieved with buying in bulk. Key product and decoration price/quantity splits are 50, 100, 250, 500, 1000, 2500, 5000 etc. Where possible, we will always quote on the next two quantities to show our clients where savings can be made particularly on regularly purchased items. This enables them to make informed procurement decisions. Multiple product procurement attracts additional discounts as we consider total order value as opposed to pricing individual products which delivers further savings to our clients. In March 2019, we won the entire annual UniLodge tender as a result of our pricing approach and successful work with UniLodge in 2016, 2017 and 2018.

- iii. **Supplier discounts.** We enjoy end column pricing and discounts with many our key suppliers. As part of our ongoing commitment, we always pass these discounts on to our clients to maximise our competitive advantage and procurement cost effectiveness.
- iv. **Internal graphic design capability.** We provide our clients with artwork, design and mock-up services free of charge to improve cost effectiveness. For example, we design and manufacture the training tshirts for the Brisbane Broncos Development Program annually as well as designing the sublimated polos for NAIDOC week for a range of clients. Another one of our large clients, TransitCare, has also benefited from our custom design work on their national polos and volunteer gifts featuring an intricate RAP element. Our Marketing and Design Manager comes from a senior Qld Government marketing role and her design capability not only saves considerable money for our clients, but also allows us greater control over the production and quality control process.
- v. **Delivery time frame.** Longer lead times and good planning often means larger volumes can be fully customised offshore with significant cost savings. Each year we manufacture and supply the Department of Communities 100,000 customised ribbons for International Women's Day. These are produced offshore with significant cost savings to the Department with good planning and a 12-week delivery timeframe. We can supply a wide variety of production solutions, all varying in lead times. This allows flexibility to our clients and the ability for Promo Gear to find solutions for any requirement.
- vi. **Specific procurement policy.** We always respect our client's procurement policies. Much of the Commonwealth Games merchandise had to be sourced using ethical standards, sustainable resources and decorated locally in Queensland as part of GC2018 Legacy Project. We investigated all available options to obtain the most cost-effective quality local solution notwithstanding offshore production (had delivery timetable allowed) was better value.
- vii. **Freight charged at cost.** We do not mark-up our freight. Freight is only charged at cost based on our competitive contract rates with TNT and Couriers Please. This is a cost saving to our clients. We can use our clients freight accounts to take advantage of procurement arrangements and contracts.

PAST EXPERIENCE STATEMENTS

<p>Organisation</p> <p>Date:</p> <p>Order value:</p>	<p>DEPARTMENT OF FOREIGN AFFAIRS & TRADE (DFAT) Australia Awards, Smart Traveller, Global Alumni, New Colombo Plan, Australian Aid & Pacific Sports programs. TENDER</p> <p>From May 2017 – PRESENT</p> <p>\$621,646.49 (ex GST)</p>
<p>Overview:</p> <p>Products Provided:</p> <p>Outcome:</p>	<p>Promo Gear was invited to tender for the DFAT programs merchandise. We were so successful in the process that we continue to supply key branded merchandise for the various programs. Some of which include:</p> <p><i>Smart Traveller</i> – 20,000 lens cloths, 50,000 RFID sleeves with custom made insert, 8,000 mints, 10,000 tote bags, 25,000 pens.</p> <p><i>Australia Awards</i> – 16,000 polos, 14,000 Custom made keep cups, 2000 custom made ties, 2,125 certificate envelopes, 5000 custom metal pens with gift box, 11,000 tote bags, 5,000 pencils, 3000 usbs, 8000 lapel pins, 8000 post-it notes, 4000 sports bottles, 9000 postcards, 4500 notepads,</p> <p><i>Global Alumni</i> – 6,675 Custom plush kangaroos, 3000 Custom plush koalas, 5,000 USBs, 4,000 metal pens & 1,000 tote bags.</p> <p><i>New Colombo Plan</i> – Custom keep cups x 1,500.</p> <p>All products were produced and delivered successfully within timeframes due to tight deadlines for each program.</p>
<p>Referee/s:</p>	<p>Angus Braithwaite RG Casey Building, John McEwan Cres, Barton ACT 0221 PH: 02 6261 3525 M: 0466 371 052 E: Angus.braithwaite@dfat.gov.au</p> <p>Zoe Brewer, Communications & Events RG Casey Building, John McEwan Cres, Barton ACT 0221 PH: 02 6261 2422 E: zoe.brewer@dfat.gov.au</p>

Organisation Date:	Gold Coast 2018 Commonwealth Games Corporation (GOLDOC), Office of Commonwealth Games, MATEVENTS PTY and DETSB December 2016 – April 2018 (Gold Coast 2018 Commonwealth Games)
Order value:	\$527,149.32 (ex GST)
Overview:	Promo Gear was a sublicensee for the Gold Coast 2018 Commonwealth Games.
Products Provided:	Promo Gear supplied the following items: USB fans, custom made laptop shades, custom made drink bottles, canvas backpacks, chambray caps with 3D embroidery, sublimated polos for Queens Baton Relay and Village Lifeguard, jumbo clapper fans, custom made caps, jackets, Team Aus supporter tees, staff polos, pens, lanyards, blue tooth speaker, 13000 Village Key Tags (30 different styles, variable village data), custom printed lens cloths, USB's and much more.
Outcome:	All goods had various delivery dates varying from 12 weeks to 72 hours. All deadlines were met without exception. Indeed, Promo Gear supplied several urgent orders requested by GOLDOC when other suppliers said it couldn't be done. All delivery deadlines met without exception and all quality standards and other requirements were satisfied.
Referees:	Duncan Kerslake (DETSB) Level 7, 63 George Street BRISBANE QLD 4000 PH: 0437 639 573 E: Duncan.kerslake@detsb.qld.gov.au Erica Hann (Former Licensing Manager, GOLDOC) P: 0410 456 522 E: Erica_hann@yahoo.com.au

Organisation Date:	DEPARTMENT OF DEFENCE Defence Work Experience Program, Reserve and Youth Division TENDER
Order value:	From March 2018 – PRESENT \$294,189.00 (ex GST)
Overview:	Department of Defence purchases a variety of merchandise and apparel for the Work Experience Program including 5000 tee shirts, 3000 hats, 2000 custom made hoodies, 5000 water bottles and 5000 bags. Currently producing 5000 USB flash drives in the shape of military dog tags, 5000 standard Swivel USBs as well as 5000 SPF 50+ sunscreen.
Products Provided:	Promo Gear was invited to tender for the manufacture and supply of the aforementioned goods and was awarded the contract in full.
Outcome:	The tshirts were completed and delivered ahead of schedule and all other goods that were in production at the same time, met the delivery deadline of 31 May 2018.
Referees:	Ms Georgie de Cure P: 02 6127 4756 E: georgie.decure@defence.gov.au Miss Bridie Murphy P: 02 6127 4776 E: bridie.murphy@defence.gov.au

Organisation Date: Order value:	BRISBANE CATHOLIC EDUCATION From 2008 – PRESENT \$475,800.59 (ex GST)
Overview: Products Provided:	<p>Promo Gear is a preferred supplier of branded merchandise and corporate gifts to Brisbane Catholic Education (Head Office) and their community of 139 schools within the Archdiocese of Brisbane. Brisbane Catholic Education (BCE) has been our client since February 2008.</p> <p>Promo Gear supplies a wide range of branded merchandise annually to BCE including NAIDOC RAP polo shirts, engraved Parker pens in gift boxes, USB's, printed notepads, conference bags, highlighters, plastic pens, etched Krosno decanters, stickers, custom made leather look PVC certificate folders, dye sublimated coffee cups, stamped anniversary lapel pins with hard enamel fill, custom printed lens cloths, magnets, custom printed ribbon. wrapping pins and many more products.</p> <p>Promo Gear, in consultation with BCE, developed a branded merchandise program with schools to facilitate cost effective procurement or a core suite of branded collateral for all QLD Catholic schools regardless of location or size. The program is in its 3rd year and is very successful.</p> <p>Most recently, as part of our Community support budget, Promo Gear sponsored the Brisbane Catholic Education Prize for Art. In addition to sponsoring 3rd Prize, Promo Gear designed and manufactured a notebook showcasing winning entries. These notebooks were distributed to school principals in Qld.</p>
Outcome:	Promo Gear is BCE's preferred supplier of their products given our ongoing relationship, quality and competitive prices.
Referee:	Mrs Catherine Shipton, Senior Communications and Marketing Officer, Office of the Executive Director. 243 Gladstone Road, DUTTON PARK QLD 4102 P: 07 3033 7504 M: 0414 376 803 E: shipton@bne.catholic.edu.au

Organisation: Date: Order value:	LITE N EASY From November 2018 - PRESENT \$243,529.88 (ex GST)
Overview: Products Provided:	<p>Lite N' Easy's line of business includes the retail sale of nutritionally balanced meals for weight loss, maintenance and health convenience.</p> <p>Promo Gear supplies custom cooler bags specifically designed to fit the pre-packaged meals for clients. These requires exact custom sizing as well as their colours in line with their branding guidelines. Promo Gear have supplied 3 orders of these custom coolers to date - totalling a quantity of 40,000 pieces. We also supplied thermo bottles, cooling towels and lunch coolers for use on the television series 'The Block'.</p>
Outcome:	All goods had various delivery dates varying from 12 weeks to 72 hours. All deadlines were met without exception.
Referee:	Simon Northfield, Buchanan Road, BANYO QLD 4014 P: 3267 9292 M: 0419 646 895 E: simon.n@mqf.net.au

Organisation	UNILODGE
Date:	From December 2016 – PRESENT
Order value:	approx. \$243,024.51 (ex GST)
Overview:	UniLodge is a leading provider of purpose-built student accommodation with more than 60 properties across Australia and New Zealand. Uni Lodge has been a client since December 2016.
Products Provided:	In 2016 and 2017, Uni Lodge required a number of items including 8,800 custom made tote bags screen printed 1 colour 1 position, 8,800 silicon smart wallets printed 1 colour 1 position and 8,500 custom made lanyards sublimated both sides. All goods had to be of high quality but with an emphasis on cost effectiveness. Promo Gear was the successful supplier through a competitive tender process. All goods were manufactured and distributed to locations across Australia and New Zealand.
Outcome:	In 2018 and 2019, Promo Gear won the entire merchandise tender and is currently manufacturing 6,300 sublimated lanyards, 4,225 pop phone holders, 6150 stress footballs, 14550 non-woven tote bags, 3,830 plush teddy bears, 5000 tritan drink bottles, 14,700 highlighter pens, 3,140 sunglasses and other sundry items.
Referee:	Goods have been produced with varying timeframes in readiness for the national/international distribution.
Referee:	Ms Kate Stock, Marketing Manager Level 9, 82 Eagle Street, BRISBANE QLD 4000 P: 07 3233 3704 E: kate.stock@unilodge.com.au

Organisation	ORANGE SKY AUSTRALIA
Date:	From 2017 – PRESENT
Order value:	\$140,575.51 (ex GST) (IN-KIND)
Overview:	Orange Sky Australia is a charity based in Brisbane that offers a free mobile laundry, showers and conversation service for the homeless. Promo Gear supports Orange Sky by providing continuous financial and inkind support where we donate our products or labour and with reduced cost services.
Products Provided:	We supply bulk unbranded apparel including hats, tshirts, hoodies and long sleeve tshirts to support their in-house screen printing.
Outcome:	We have not only saved this amazing charity over \$100K on their merchandise, we have also supported their in-house print department to train and skill the homeless in the trade of screen printing.
Referee/s:	Kelsie Martin 17 Dover Street, ALBION QLD 4010 P: 07 3067 5800 E: kelsie@orangesky.org.au

Organisation	TRANSITCARE
Date:	From 2016 – PRESENT
Order value:	\$142,751.84 (ex GST)
Overview:	TransitCare is a non-profit organisation that provides community transport and other services to eligible clients in the Brisbane South and Logan areas, as well as Townsville through the TOTTs service.
Products Provided:	We supply custom polo shirts and custom caps for their Community Flyer staff. We also continue to supply various event products such as umbrellas, picnic blankets, magnets, lanyards, apparel and many more promotional items. We have assisted in implementing their RAP branding We have also recently supplied various PPE products during the Covid19 pandemic.
Outcome:	TransitCare rely on Promo Gear to supply their products due to our strong customer focus and our ability to meet tight turnaround times.
Referee/s:	Kerri Greig Floor 1, 628 Kingston Road, LOGANLEA QLD 4131 P: 07 3422 7900 E: kerri.greig@transitcare.com.au