



Corporate Social Responsibility Statement



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Steel Blue is a 100% Australian owned and operated business that has experienced strong growth since operations began in 1995. Operating within the safety footwear wholesale industry, our goal to focus on the premium market and progress towards the mission of making the world's most comfortable safety footwear is an ongoing project. The Steel Blue brand is backed by a market leading 30-Day Money Back Comfort Guarantee and an ongoing investment in marketing, research and development.



The Steel Blue business model is wholesale orientated with product sold via a network of approved specialist PPE distribution partners. To support distributors and grow brand awareness, from the outset the business has had a strong focus on branding and marketing which has enabled Steel Blue to become the leading safety footwear brand in Australia. More recently, the brand has successfully expanded into New Zealand, South East Asia, Europe, Middle East and Africa and USA. The team at Steel Blue have earned a reputation for unparalleled customer service, reflected through distributor surveys and market research. Steel Blue has a strong commitment to Corporate Social Responsibility (CSR), details of which are outlined in the following sections.

Our Commitment - CEO Statement



At Steel Blue we are dedicated to continuously improving, behaving ethically and contributing to society at large. Our commitment to improving the health, safety and wellbeing of our employees, customers, partners and the community is unwavering and remains at the core of our operations. Our approach sees us work in close collaboration with all stakeholders to ensure maximum participation and consultation. This is reflected in our company values as outlined on page 5.

Core to our DNA, is our investment in health and safety, ethical sourcing, fair trading, charity and community support. We aim to continuously strive to improve the lives of all stakeholders, whilst positively impacting the community and minimising our carbon imprint.

Corporate Social Responsibility comes naturally to the Steel Blue team, and whilst our journey has been in progress for some time, we will continue to strive for improvement and thank you for your participation and contribution.

Garry Johnson

Chief Executive Officer

**“Corporate Social Responsibility
comes naturally to the
Steel Blue team.”**

PUT YOUR **BEST** FOOT



Family focused

We care about our people, we support one another and we have fun!



One Team

We work together respectfully across all teams, all countries and all cultures, at all times.



Responsible

We look after the safety of ourselves and our customers, we support our chosen charities, we look after our environment and we are socially responsible.



Walk the talk

Our actions match our words. We talk openly and honestly.



Accountable

We strive to deliver exceptional service to our colleagues and our customers.



Rejuvenate

We work to continually improve and innovate whilst remaining passionate about our product.



Driven

We think global, we think big, we think of the future.

Our People

Our success relies on the success of our people and at Steel Blue we have created an environment where our people can strive to be their best and above all, have fun. We pride ourselves on Steel Blue being a great place to work for our employees and work continuously to ensure we improve and evolve.



“Our success relies on the success of our people.”

Our flexible work-place practices support our family-orientated culture and we promote a work / life balance. We encourage our people to utilise their strengths and provide a supportive environment for people to work together as One Team. Our Learning and Development program addresses the needs of the business whilst ensuring our team are challenging themselves and consistently gaining new skills and knowledge.

Steel Blue are highly committed to ensuring our team are fully engaged, making Steel Blue a great place to work. Through an active Employee Engagement Committee, we regularly host staff events, celebrate successes, communicate regularly and provide our employees with an opportunity to provide feedback on their engagement at work and ideas for improvement. In addition, our Health, Safety and Environment Committee is formed of volunteer employees representing each department and we are proud of our exceptionally strong health and safety culture.

Supporting the Community

Women's Health - Breast Cancer Charity Support

With 1 in 9 women being diagnosed with breast cancer in their lifetime, educating the community is paramount. Since 2007, Steel Blue have donated \$10 per pair of our pink and purple boots purchased and, so far, have raised over \$1,150,000. This money is helping Breast Cancer Care WA create education initiatives aimed at increasing awareness and to enable early detection of breast cancer. Receiving no government funding, this charity relies on the generosity of the community so that it can continue to provide its services to those affected by breast cancer at no charge. Steel Blue are proud to have recently extended this support to Pink Ribbon in Netherlands.



Helping Improve Mental Health in Australia

Steel Blue is taking steps to make a difference to Mental Health in Australia. Nearly eight people in Australia take their own lives every day six of whom are men. For every pair of blue leather safety boots sold, Steel Blue donate \$10 to beyondblue to support better mental health. So far, we have donated over \$100,000 to beyondblue and look forward to continuing to build on this.



Prostate Cancer Foundation of Australia

Prostate cancer is the most commonly diagnosed male cancer in Australia with more than 3,000 men dying of the disease every year. Steel Blue have donated over \$75,000 to PCFA, funds which have gone towards helping to reduce the impact of prostate cancer on Australian men and their families.

Supporting the Community



Environment Disaster Support

Where possible, we provide footwear to those affected by environmental disasters and those who assist with recovery efforts.

WA Charity Direct Corporate Partnership

Formed in 2004, WA Charity Direct give away 100% of all funds raised to local charities or individuals in need. Funds are raised via membership fees paid by organisations such as Steel Blue. WA Charity Direct makes a real difference to the lives of the WA community and Steel Blue are proud to make recurrent contributions to this cause.

Homeless Connect

On any given night, 1 in 200 people are homeless in Australia. Homeless Connect Perth hold 1-day events to provide a diverse range of free essential services to homeless individuals. Each year, Steel Blue employees volunteer their time at this event and provide free boots to those who need them.

Soccer Academy Sponsorship in Jakarta

Steel Blue's dedicated manufacturing partner is based in Jakarta. We are proud to support the local soccer academy by providing funds to facilitate junior social and sporting development activities and to purchase kits and equipment.

“Steel Blue is taking steps to support the community on a local & international scale.”

Supporting the Community



Our Social Responsibility Standards



Our Social Responsibility Standards

Consistent with Steel Blue Values, we expect our business partners, contractors, subcontractors and suppliers to conduct themselves with the utmost fairness, honesty and responsibility in all aspects of their business. Our Corporate Social Responsibility Standards are used as a tool to assist in the selection and retainment of business partners who follow business practices consistent with our policies and values. We expect our business partners to operate work places where the following standards and practices are implemented as a minimum:



- Must not use forced labour, whether in the form of prison, indentured, or bonded labour or otherwise.
- Must not employ children who are less than 15 years old, or less than the age for completing compulsory education in the country of manufacture where such age is higher than 15.
- Must not discriminate in recruitment and employment practices. Additionally, business partners must implement effective measures to protect migrant employees against any form of discrimination and to provide appropriate support services that reflect their special status.
- Wages must equal or exceed the minimum wage required by law or the prevailing industry wage, whichever is higher, and legally mandated benefits must be provided. In addition to compensation for regular working hours, employees must be compensated for overtime hours at the rate legally required in the country of manufacture or, in those countries where such laws do not exist, at a rate exceeding the regular hourly compensation rate.
- Employees must not be required, except in extraordinary circumstances, to work more than 60 hours per week including overtime or the local legal requirement, whichever is less.
- Must recognise and respect the right of employees to join and organise associations of their own choosing and to bargain collectively.
- Employees must be treated with respect and dignity. No employee may be subjected to any physical, sexual, psychological or verbal harassment or abuse or to fines or penalties as a disciplinary measure.
- A safe and hygienic working environment must be provided, and occupational health and safety practices which prevent accidents and injury must be promoted.
- Must make progressive improvement in environmental performance in their own operations and require the same of their partners, suppliers and subcontractors.

Fair Trading and Ethical Sourcing

Our Social Responsibility standards are extended upon through our commitment to fair trading and ethical sourcing. We believe our collaborative approach to ethical sourcing with all stakeholders across our supply chain will deliver the most benefits.

Footwear Distributors and Retailers of America

The FDRA's mission is to ensure safe and dignified working conditions for all workers throughout the global footwear supply chain. Steel Blue comply with the FDRA Code of Conduct, demonstrate an absence of Zero Tolerance Issues and in December 2017, received FDRA Responsible Factory accreditation. To ensure we continue to maintain our commitment to the FDRA accreditation and Code of Conduct, Steel Blue has engaged a 3rd party to conduct independent audits of our manufacturing facility. The audit results as conducted by Hong Kong based "Elevate" demonstrate no deviation from zero tolerance issues.

Leather Working Group

The LWG aims to develop and maintain a protocol to assess the environmental compliance and performance capabilities of leather manufacturers, whilst promoting sustainable environmental practices. Steel Blue are working with its leather supplier to assist them in obtaining Gold Rating with the LWG, achieved through their comprehensive auditing process.

REACH Convention Commitment and Inbound Material Testing

In compliance with European Legislation we are committed to ensuring that all materials are free of restricted substances that can be harmful to human health or the environment. Steel Blue has developed a Restricted Substance Policy (RSL) which reflects an updated list of all restricted substance. Under the policy, Steel Blue suppliers sign a declaration with a commitment that no restricted substances will be used. Random 3rd party testing is conducted as an audit to declarations.

Supplier Assessments

The social compliance of Steel Blue's material suppliers and manufacturing partners are considered of highest importance when evaluating new vendors and assessing current ones. Evidence of social compliance can be shown by these suppliers in the form of audits by other reputable brands, 3rd party audit bodies or through Steels Blue's own supplier assessment program. Existing suppliers are assessed at least annually to ensure these firms are maintaining their corporate responsibilities to a level that meets Steel Blue expectations.

Internal Factory Assessments

Steel Blue undertake monthly internal audits of its manufacturing partner facilities. Audits are conducted by trained Steel Blue employees and evaluates product quality and adherence to quality processes. During these audits the safety and working conditions of the factory staff is also inspected to ensure it is being maintained at an acceptable level.

Fair Trading and Ethical Sourcing



Health, Safety & Environment

Steel Blue are passionate about health, safety and the environment and looking after everyone's health and safety is central to our everyday operations. To ensure our internal Occupational Health, Safety and Environment systems are compliant with current Commonwealth and Western Australian legislation, we undertake an external audit every 2 years. We enlist the services of an accredited 3rd party organisation who complete the audit and provide corrective actions, if necessary, to ensure we continuously improve our systems. We are pleased to report a 20% increase in our audit score from 2016 to 2018, reflecting our commitment to occupational health and safety.

Commitment to the Australian Packaging Covenant

Steel Blue are a proud and active member of the APC, an organisation that aims to partner with government and industry to reduce the detrimental impact of packaging on the environment. Part of our commitment includes an emphasis on recycling as much as possible to do our part to reduce waste sent to landfill with extensive recycling facilities available at our Perth offices and all packaging being made of recyclable material. Further information can be found in the Steel Blue APC plan which is available on our website – www.steelblue.com

Renewable Energy

To further reduce our impact on the environment, Steel Blue have installed a 100kw solar panel system at our head office in Perth, generating 60% of our power during peak operation periods, and 100% during off-peak operation periods.

Elimination of Solvent Based Chemicals in Production Process

Footwear manufacturing has historically been heavily reliant on solvent-based chemicals. In June 2011, we started a project to eliminate solvent based chemicals from our production process. Release agents for moulding were substituted for water-based equivalents and adhesives in the upper construction were replaced with hotmelt alternatives. As a result, we have reduced our environmental impact through a reduction in VOC release and similarly improved the working conditions of factory employees.

Quality Management System

Steel Blue product is manufactured in accordance with a Type 5 Product Certification Scheme which is audited annually by our 3rd party certification partners – BSI Benchmark. This scheme mirrors closely the ISO 9001 quality system pertaining to all actions and tasks related to design, commercialisation, manufacture and delivery of product. The Steel Blue quality system is monitored through monthly internal audits conducted by adequately trained employees and reports are presented to the executive leadership team.





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