



FIA Conference 2023

Together, unlimited.



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When a corporate comes
knocking... beyond a
donation.

CORPORATE PARTNERSHIPS

Carly Little – Workwear Group

Simone Busija – The Big Issue

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TRACK SPONSOR





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Starting with the end: **The Brief**



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Defining the 'cause



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What business is WWG in?

- Helping people feel good about themselves at work (in what they wear)
- Providing uniforms make people safe and proud
- Ensuring employees get home safely from work
- Creating unity
- Igniting passion and pride

And if this were a cause?

- Mental health
- Safety at work
- Employment
- Job skills and training
- Belonging, confidence, equality
- Bridging the inequality gap
- Diverse & inclusive

Helping people to work



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Determining the investment



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More than \$\$\$



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Casting the net

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The Top 5

THE BIG ISSUE

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CAVILL+

doing good. *better.*



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- Our client – an industry leader in **providing uniforms** and work clothing for many of Australia's leading companies, brands and employers – has identified that **access to employment & job security is a significant social problem and for marginalised & vulnerable Australians there are far more barriers than opportunities.**
- They want to be part of the solution.



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WORKWEAR
GROUP

Cause Partnership Proposal

THURSDAY 21 OCTOBER 2021

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**TOUGH
DECISIONS
AHEAD**

Selection Day

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And the partner is...

PROUD PARTNERS

WORKWEAR
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Supporting meaningful work for all.

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Measures



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**The fun part:
getting the
partnership
off the ground**



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A woman with grey hair, wearing a maroon long-sleeved shirt, is smiling and holding a small black and white dog. She is sitting in a school hallway with lockers and shelves in the background. A semi-transparent dark grey banner is overlaid across the middle of the image.

Launch Day

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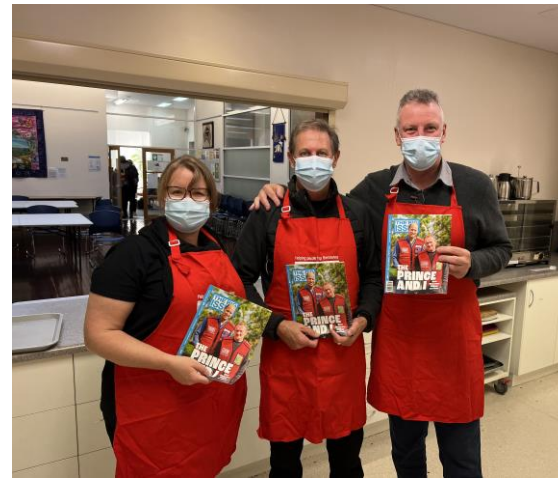


Partnership key activities

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Thank you

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