

THE BRAND FOUNDRY

MODERN SLAVERY STATEMENT

REPORTING PERIOD

1 July 2023 - 30 June 2024

THE BRAND FOUNDRY'S MODERN SLAVERY STATEMENT

Reporting period 1 July 2023 to 30 June 2024



The reporting entity

This Modern Slavery Statement is made on behalf of The Brand Foundry Pty Ltd (ABN 54 653 043 068). This statement addresses The Brand Foundry's obligations and compliance in relation to the 'Modern Slavery Act 2018 (Cth)' ('the Act') and applicable state legislation and highlights the steps we take to ensure there is no slavery or human trafficking occurring within our organisation or its supply chains. The Brand Foundry is a company registered in Australia. The Brand Foundry recognises that all businesses have an obligation to prevent slavery, slavery-like practices and human trafficking and will do all in its respective power to prevent slavery, slavery-like practices and human trafficking within its business and within the supply chains through which it operates. We have a zero-tolerance approach to Modern Slavery and work with our clients and suppliers in a manner that reflects a strong sensitivity and concern for corporate social responsibility and ethical business practices.

The Brand Foundry's structure, operations and supply chains

The Brand Foundry's office is located at 191-193 Stirling Highway, Nedlands, Western Australia, 6009. The Brand Foundry is a design and marketing services organisation delivering a wide range of services and solutions to predominantly business clients. As a leader in design and marketing innovation, The Brand Foundry has a responsibility to be alert to the risks, however small, in our supply chains.

Our services include:

- Branding services
- Design services
- Publication services
- Marketing services
- Animation services
- Print management services
- Print brokerage
- Digital advertising services
- Website design, building and management services
- Search engine optimisation (SEO) services
- Copywriting services
- Social media management services and
- Content planning services.

Most of our services are provided to clients in the private sector in a range of industries, with client sizes ranging from small businesses through to large organisations. We also provide services to some local governments in Western Australia and their entities. The Brand Foundry is committed to fair labour practices and prohibits the use of all forms of forced labour and any form of human trafficking.

Most of our services are delivered digitally, with meetings conducted either face-to-face, or via digital platforms by staff located in the same country as our Service Users. Our supply chain comprises of the following main categories: sole traders, entities such as partnerships, companies and non-government organisations and other suppliers of products and services. Almost universally we acquire products and services locally in Australia, although our suppliers for stock imagery and footage (in particular) may acquire those products internationally.

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The risks of Modern Slavery practices in The Brand Foundry's operations and supply chains

The Brand Foundry has considered its operations and supply chains and considers that the risk that The Brand Foundry has caused, contributed to, or is directly linked to Modern Slavery practices is very low.

Geographical Risk

The Brand Foundry's services are delivered in Australia, where the risk of Modern Slavery is low in our operations. Product and Services Risk We are a service delivery organisation and do not manufacture products. As our services are mostly delivered digitally or face-to-face by white collar workers, the chance of product and services risk is low. There may be some indirect risk of working with suppliers of branded merchandise, IT equipment or facilities management services, if our suppliers have not put in place adequate controls or measures.

Entity Risks

Most of our supply chain is directly procured by The Brand Foundry and in all cases is procured in that country where we operate. We have in place procurement controls to ensure we deal with reputable suppliers, and therefore this risk is low. We expect our suppliers to respect human rights, including maintaining policies and procedures to prevent Modern Slavery in their business and supply chains.

Actions taken by The Brand Foundry to assess and address Modern Slavery risks

The Brand Foundry has carried out a risk assessment to assess the risk of Modern Slavery either caused by The Brand Foundry or linked to The Brand Foundry.

Due diligence

The Brand Foundry's Risk Management Framework provides the methodology for identification and assessment of any Modern Slavery risks. The Framework is aligned with ISO 31000:2009 Risk Management Principles and Guidelines. The Brand Foundry expects its suppliers to respect human rights and maintain policies and procedures to prevent Modern Slavery within their supply chains. To assist in this expectation, The Brand Foundry has developed a code of conduct that is relevant to all suppliers of The Brand Foundry. Suppliers are expected to adhere to The Brand Foundry Code of Conduct, which includes specific reference to various matters including human rights, Modern Slavery, bribery and corruption and human trafficking, and suppliers should have in place a policy recognising, respecting and protecting the human rights of their employees, their suppliers and business partners and the communities affected by their operation.

The Brand Foundry's position is that:

- Employees should be free to choose to work for their employer and to leave the company upon reasonable notice.
- All employees must be provided with a clear contract of employment, which complies with state legislation.
- All employees must be treated in a fair and equal manner and with dignity and respect.
- Any form of discrimination, victimisation or harassment on any prescribed grounds under commonwealth, state or territory laws should be prohibited. This includes marital status, pregnancy, family responsibilities, sex (including gender reassignment), race (including colour, ethnic and national origin, nationality), disability, sexual orientation, religious belief, age, trade union activity or any other prescribed ground.

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- All applicable laws and industry standards on employee wages, benefits, working hours and minimum age should be adhered to in all countries of operation, without any unauthorised deductions.
- All slavery and human trafficking laws must be complied with including, but not limited to, the provisions of the Act and any applicable state legislation. Suppliers must ensure their business operations are free from slavery and human trafficking practices whether in Australia or elsewhere, both internally and within their supply chains and other external business relationships.
- Cooperation with client due diligence.

Education and Training

All staff within The Brand Foundry are expected to comply with all laws and act in accordance with local guidelines and regulations and act with integrity and honesty. We have undertaken to review our policies and procedures to ensure our colleagues have access to any additional information and support they may require regarding human trafficking, forced labour, child labour, servitude and slavery. All employees in Australia will undertake training on Modern Slavery and human trafficking and this training is available to all employees to undertake.

Ongoing assessment of the effectiveness of the actions taken by The Brand Foundry

We undertake continuous and ongoing assessment of our supply chains by evaluating information that we receive from our suppliers and to promptly act on allegations or findings of involvement in such practices. We also adhere to an annual review process whereby members of senior management review our policies and procedures and our response to Modern Slavery.