



Rosalie Promotions

CAPABILITY STATEMENT

ENQUIRIES@ROSALIEPROMOTIONS.COM.AU

WWW.ROSALIEPROMOTIONS.COM.AU

0401 358 645



Rosalie Promotions

CONTENTS

- 03 ACKNOWLEDGEMENT TO COUNTRY
- 05 ABOUT ROSALIE PROMOTIONS
- 06 OUR STORY
- 09 OUR VALUES
- 10 SUPPLY NATION CERTIFIED
- 11 BUILDING PARTNERSHIPS
- 12 OUR SERVICES
- 13 OUR PRODUCTS
- 14 OUR CUSTOMER SATISFACTION PROCESS
- 16 OUR VALUED CLIENTS
- 18 TESTIMONIALS
- 23 COMMUNITY
- 24 SUSTAINABILITY & SOCIAL RESPONSIBILITY
- 25 OUR SUPPLIERS
- 26 SUPPLIER ETHICS & CERTIFICATIONS
- 28 DELIVERY CAPABILITY
- 29 CONTACT US

ACKNOWLEDGEMENT TO COUNTRY

Rosalie Promotions pay our respects and acknowledge the Aboriginal and Torres Strait Islander people and elders past, present, and emerging, who are the Traditional Custodians of the surrounding lands where we live, walk & work on today.



ABOUT ROSALIE PROMOTIONS

Behind *Rosalie Promotions* is our beautiful family Tabitha, Chris, & bubba Rosalie. As a **family owned and operated company**, we pour our passion, dedication, and expertise into every project we undertake.

We are **committed to developing genuine relationships and helping our community**, so when you place an order with us, you aren't just a client - you are part of our tribe helping us help the community.

MEET THE TEAM

Tabitha



Chris



Rosalie



OUR STORY

OUR CLIENT-CENTRIC APPROACH

At *Rosalie Promotions*, we adopt a highly **relationship-driven approach** to understand our clients' needs and deliver superior-quality branded merchandise. With our **extensive indent manufacturing capabilities** and unwavering commitment to meeting our clients' requirements, we ensure that every interaction with us is a seamless and satisfying experience.

ONGOING INNOVATION AND SERVICE ENHANCEMENT

With **extensive experience in the promotional industry**, we have dedicated the past few years to developing an in-depth understanding of branded merchandise.

We **continually review our product and service offerings** to ensure that our attention is focused on the areas that matter most to our clients. This includes pioneering fresh and innovative product ideas, exploring cutting-edge print and decoration methods, expanding our custom indent manufacturing capabilities, and harnessing new technologies for both manufacturing and ordering processes.



OUR STORY

COMMUNITY OUTREACH AND CULTURAL HERITAGE

As an **Australian Indigenous** owned and operated brand, we are committed to strengthening our **community outreach**. Extending a helping hand to our community is the core of our mission. While we were born and raised on Quandamooka Country in South Brisbane, reconnecting with our heritage as the Kalkatungu (Kalkadoon) People of the Mount Isa Region is a top priority. We strive to raise our children within the embrace of their beautiful culture and rich history, as we believe that **preserving our roots is crucial to building a better future**.

NATIONAL DELIVERY CAPABILITIES

We currently serve clients **across Australia**, including **remote locations** in the Northern Territory and Western Australia. Our commitment to accessibility means we can **deliver to any location** with a valid postcode and address, even if it requires the services of small local delivery providers.

DIVERSE PRODUCT RANGE

Our **diverse range** of merchandise caters to a **wide array of needs** and preferences. Some of the products we currently supply include Team Uniforms, Event Apparel, Sublimated Polos & Apparel, 100% Cotton Custom Apparel, Promotional Products, NAIDOC Merchandise, RAP Merchandise, Print & Signage, Tote Bags, Lanyards, Cooler Bags, and more.





OUR VALUES

ETHICAL STANDARDS

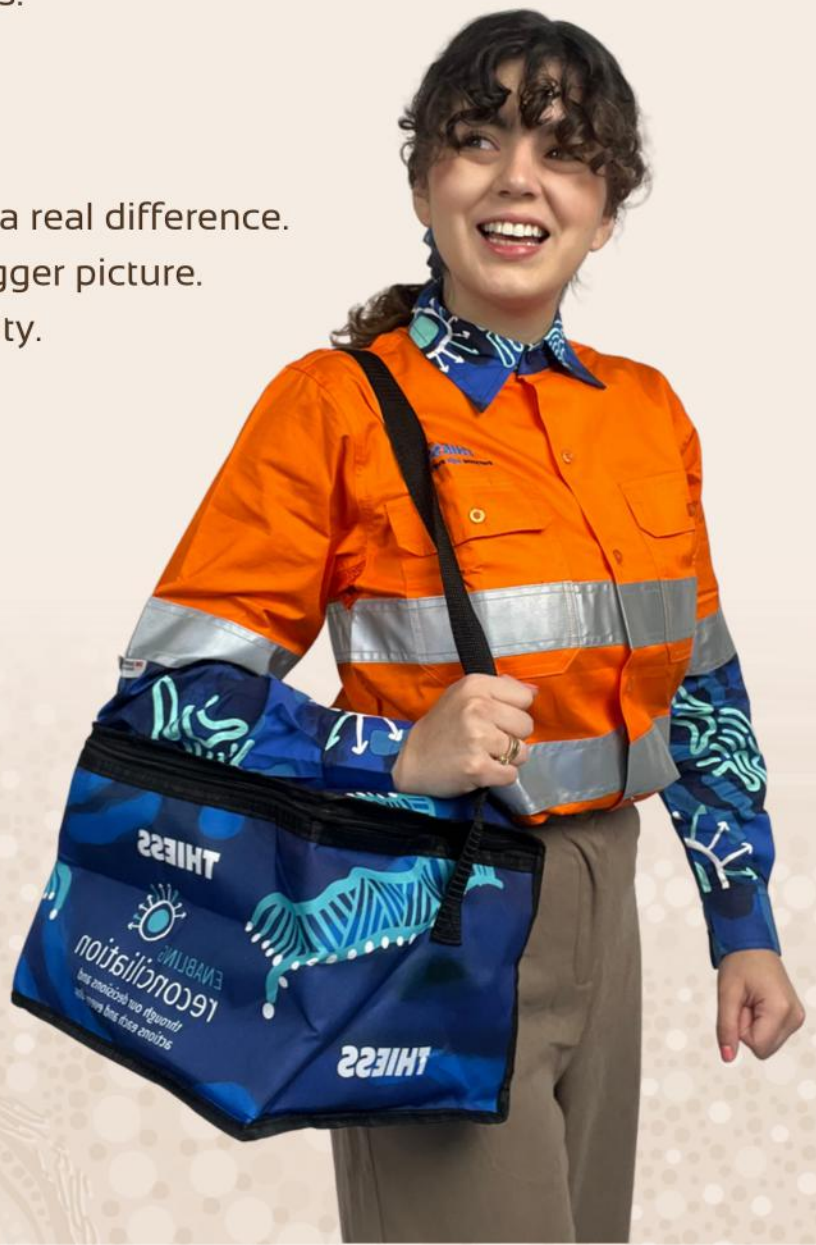
- Demonstrating professionalism in all aspects of our business.
- Upholding honesty and integrity.
- Respecting our community and team.

CLIENT-CENTRED APPROACH

- Building enduring relationships with clients.
- Earning and reciprocating trust.
- Collaborating closely to fulfill promotional needs.
- Commitment to delivering exceptional service.
- Providing best value products.

COMMUNITY FOCUSED

- We are dedicated to making a real difference.
- Our clients are part of the bigger picture.
- Our Passion is our Community.



SUPPLY NATION CERTIFIED

We are excited to share that *Rosalie Promotions* have achieved **Supply Nation Certification**. This certification is a recognition awarded to businesses in Australia that are **majority-owned, controlled, and operated by Aboriginal and Torres Strait Islander** individuals or communities.

Supply Nation, the organisation behind this certification, is dedicated to **promoting and facilitating supplier diversity and economic development for Indigenous businesses**. By attaining this certification, we are proud to demonstrate our commitment to fostering social and economic growth within Indigenous communities.

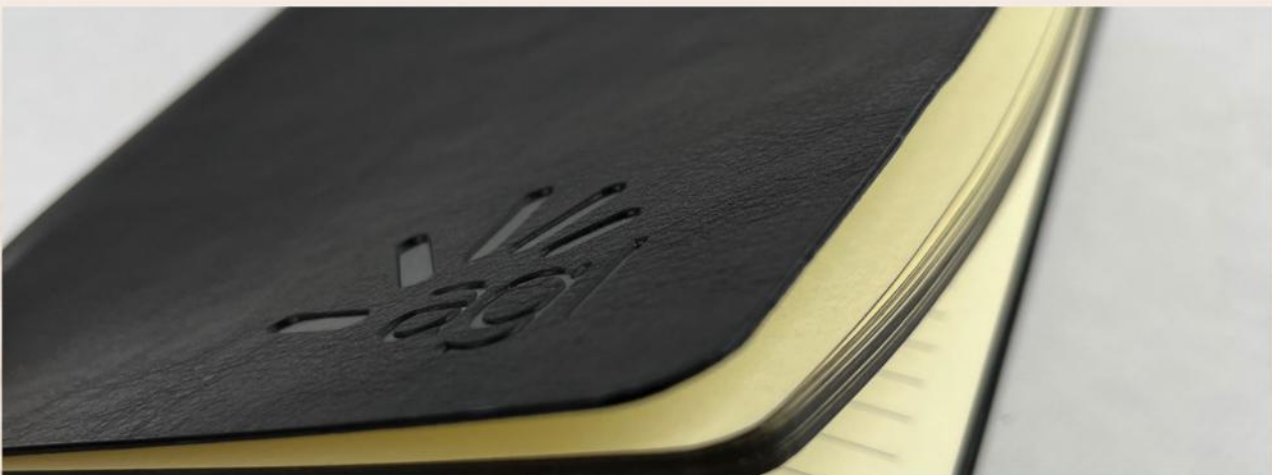
At *Rosalie Promotions*, we are not just about business; we are about building bridges, creating opportunities, and fostering a brighter future for all. **Supply Nation Certification** is not just a milestone for us; it's a **commitment to working hand in hand with Indigenous communities and our valued customers**.

[Visit our profile](#)



BUILDING PARTNERSHIPS

- We aim to earn the privilege of becoming **your preferred partner**.
- **Our clients are not just customers**; they are valued members of our collective working towards a shared vision.
- Our thorough, **four-step procedure** involves detailed questioning and analysis to **ensure our clients receive precisely what they want** at the highest quality.
- We offer a **wide range of options to suit various budgets**, always ready to recommend cost-effective alternatives when applicable.
- Our top priority is consistently **delivering satisfaction** to our clients, with their needs taking precedence over profit.



OUR SERVICES

We specialise in working with **Australian companies and businesses** aiming to **increase customer engagement** through **branded promotional merchandise**, workwear, uniforms, stationary and more.

COMPREHENSIVE BRANDING SOLUTIONS

We offer a diverse range of products that can be **customised** to meet your specific branding needs. Whether you require branded or unbranded items, we tailor our solutions to **align with your brand's requirements**.

DESIGN & CORPORATE IDENTITY

Our experienced team **collaborates with you** to gain a deep understanding of your business, crafting a **corporate identity strategy** that strategically integrates your business logo into a variety of products.

INDUSTRY EXPERTISE

When reaching out to us, you'll encounter our friendly staff, ready to provide **expert guidance** on your business's promotional requirements. We are dedicated to addressing any questions you may have and working closely with you to **bring your ideas to life**.

PROMPT RESPONSE

At *Rosalie Promotions*, our primary focus is **customer satisfaction**. We recognise the significance of **meeting deadlines**, and we are committed to responding to our clients in a timely manner, ensuring your goods reach you when you need them.

OUR PRODUCTS

- Promotional items
- Branded apparel and clothing
- Custom textile designs
- Gift bags and hampers
- Uniforms & corporate wardrobe
- Branded stationery
- Branding
- Business cards
- Confectionary & snacks
- Labels & stickers
- Managed printing services
- NAIDOC products & services
- Office supplies
- Other signage & sign writing
- Advertising: print
- Gift personalisation services
- Pens
- Stationery
- Workwear and uniforms
- Personal Protective Equipment (PPE)
- Printing services
- Signs & banners



OUR CUSTOMER SATISFACTION PROCESS

At *Rosalie Promotions*, we adhere to a structured **4-Step approach** to ensure **customer satisfaction**:

Step 1 – ENQUIRY & INFORMATION GATHERING

- **Clients initiate their enquiries** through email, our website's *Contact Us* form, or our *Supply Nation* page. These enquiries are attended to by our courteous team members at *Rosalie Promotions*.
- Our team corresponds with the client to gather information and form a **detailed idea of the client's needs and preferences**. This often involves the exchange of logos and design specifications.
- Upon receiving all necessary information, we create a **customised, detailed quote** for the client.

Step 2 – QUOTING, MOCK-UPS, & APPROVALS

- After the client accepts the quotation, our in-house designer uses the logo and design aspects to create **visual mock-ups** of the products.
- For customers interested in apparel, a **sizing guide** is provided to ensure correct sizing.
- Clients will then receive the mock-ups for their **final approval**. Any requested modifications are incorporated, and upon client satisfaction, we move to the next stage.

OUR CUSTOMER SATISFACTION PROCESS

Step 3 – FINAL APPROVAL & IN PRODUCTION

- With the client's final approval secured, we move to the production stage and the **products begin to be manufactured**.
- Once production is initiated, **changes cannot be accommodated**. If the client has made any mistakes, the full cost of the order will need to be paid by the client.
- Our clients are kept **updated throughout production**. Upon completion, the client will be notified and **supplied with tracking details**.

Step 4 – DELIVERY & CUSTOMER SATISFACTION

- Once the production stage is complete, **the order is dispatched and delivered**, marking the completion of the project.
- In the event that the delivered product **does not meet the client's expectations** for any reason, we maintain our due diligence and will collaborate with the client to attain a satisfactory resolution. If the issue is attributed to our processes, we will go above and beyond to rectify the situation and **ensure client satisfaction**.



OUR VALUED CLIENTS



Department of
**Communities, Housing
and Digital Economy**

OUR VALUED CLIENTS



TESTIMONIALS

"I utilised the services of Chris at *Rosalie Promotions* to purchase polo shirts for AGL. The quality of the shirts is exceptional, and Chris was fantastic to deal with throughout the whole process - being quick to respond to communications, providing a comprehensive response to questions and alternative options, and ensuring the stock was delivered in time for an event." Thiru | AGL

Thiru | AGL



"Our Centre wanted to use an Indigenous Owned and Operated business to order customised merchandise, and I came across Rosalie Promotions.

Since finding out about them in May, we have now made several large orders with Rosalie Promotions, and all the products have been exactly as described and have arrived in great condition.

Christopher is amazing to work with - always going the extra mile to meeting deadlines, budgets and anything else that's required! I would absolutely recommend Rosalie Promotions to anyone."

Sarah Allen | EQUUS

TESTIMONIALS

"*Rosalie* have a compassionate and a family feel to them, they go above and beyond and have made me feel like a VIP. Since starting my own small business they have given me nothing but support and since listening to their story also encouragement in knowing that you can achieve your goals with hard work and perseverance.

Their products are brilliant along with their service. I have told anyone searching for a company to use for their promo materials that *Rosalie* are the ones, they are awesome, professional and go above and beyond. I definitely feel like I'm chatting and dealing with old family friends. From *Shalom Dreaming* and my family, thank you *Rosalie Promotions* for everything you have done and supported with my journey this far and looking forward to a long working partnership.

All the best."

Delvine Davis | Shalom Dreaming



TESTIMONIALS

"Rosalie Promotions was spectacularly helpful when we got in a touch with a large and last-minute order of assorted collateral. Chris from Rosalie Promotions was quick to respond, provided great options, and provided a personalised service that was very much appreciated. We will definitely be returning as repeat customers."

Tara | QUT



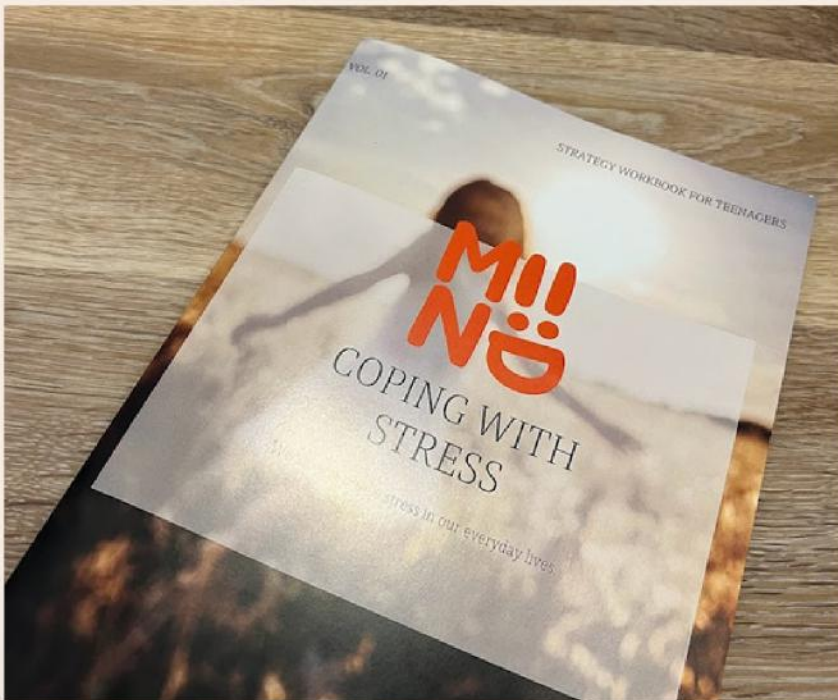
"We use Rosalie Promotions regularly for much of our merchandise from T-shirts to wristbands. As an organisation working in Indigenous health we love that Rosalie Promotions are a Supply Nation certified company. Chris and the Rosalie Promotions team are easy and wonderful to work with."

Sarah Allen | EQUUS

TESTIMONIALS

"We are so grateful to the team at *Rosalie Promotions* for not only supporting our initiative but for the incredible service and promotional items that we have received. It was a pleasure working alongside Tabitha in ordering the promotional items. Tabitha also came up with the best ideas to take our marketing to the next level. We highly recommend using *Rosalie Promotions*, as they are person-centred, so great to work with, and the items exceeded our expectations in every way possible, all while being well-priced. Thank you, *Rosalie Promotions*! You guys are AMAZING!"

Carmen | Strength Potential x MiiND



TESTIMONIALS

"We contacted *Rosalie Promotions* regarding having some table covers with our artwork and branding after finding them on the *Supply Nation* website. From the start Chris provided an excellent service, his communication and timely responses were great to see as we were operating on a tight timeline.

He was able to quickly mock up the design we envisioned along with providing a production timeline along with ensuring his suppliers understood the required timeline. During the production, he kept us up to date with milestones and was able to ensure the delivery of the product well within the timeframe.

When receiving the table covers, the quality of both the material and the printing was amazing. We have already been able to proudly display these at an event with attendees commenting on how great the cover looked.

It has been a pleasure working with *Rosalie Promotions* and I will definitely be staying in touch with Chris for any future promotional merchandise needs.

Scott Michell | Yilabara



[Read more reviews](#)

COMMUNITY

At *Rosalie Promotions* our community is at the heart of everything we do. That's why we make it a priority to actively participate and make a **positive impact on our local community**. Meet the charities we proudly support and discover their inspiring work:



SUSTAINABILITY & SOCIAL RESPONSIBILITY

When you choose to collaborate with *Rosalie Promotions*, you partner with a company that **ensures suppliers adhere to rigorous standards** in sustainability, environmental responsibility, and staffing protocols.

SUSTAINABILITY

- Sustainability is a **core component of our strategy**. We recognise the increasing significance of sustainability in the APAC region as well as on the global scale.
- Our approach centres on **minimising the environmental footprint of promotional materials**, sourcing eco-friendly products, and advocating for sustainable consumption practices.

SOCIAL RESPONSIBILITY

- We are actively engaged in the search for **socially compliant suppliers**.
- Our partnerships include suppliers who are members of Sedex or hold SA8000 or BSCI certificates.

LOCAL PARTNERSHIPS

- We actively collaborate with **local, sustainable suppliers and partners** throughout the APAC region.
- These partnerships afford us comprehensive logistical support within the region.



OUR SUPPLIERS

At *Rosalie Promotions*, we take pride in our strong partnerships with a select group of trusted suppliers. These **industry-leading suppliers** provide us with **high-quality** promotional apparel and branded merchandise through indent ordering. Our commitment to working with the best in the business ensures that we **consistently** deliver premium products to our clients.

Below, you'll find some of **our valued suppliers**, representing a testament to our dedication to excellence and reliability in the promotional products industry.



SUPPLIER ETHICS & CERTIFICATIONS

Business Ethics

TRENDS ensures ethical undertakings through the implementation and communication of a Business ethics policy that covers:

- Trust and credibility
- Open and honest communication
- Upholding the law
- Identification and management of conflicts of interest
- Acceptance and offering of business courtesies and gifts
- Travel and accommodation
- Confidential and proprietary information

Product Safety & Compliance

We ensure that items in our range are safe & compliant to all regulations in the markets in which it is sold. We achieve this through a system of proactive management of product quality and safety processes, including:

- A dedicated resource for product safety and compliance, responsible for overseeing our end-end product safety processes
- Maintaining internal knowledge of safety standards, regulations and guidelines to ensure we can proactively audit and review product against these criteria
- Mandatory pre-introduction risk assessments and implementation of a product safety action plan appropriate to the nature of the product and any associated risks. Where appropriate, this may include:
 - External product safety testing by verified third parties
 - Product quality testing and inspections to ensure the product functions as intended.
 - Appropriate packaging and labelling
 - Ongoing review and maintenance
- Monitoring changes in regulations and standards and implementing action plans to ensure ongoing compliance

SUPPLIER ETHICS & CERTIFICATIONS

BUCK SPORTS are now a member of Sedex - Human Rights Certification
Sedex Membership: ZC5000010877 and ZS1000011688

“BUCK SPORTS are excited to share some important news with you. We have recently become a member of Sedex, a leading global organisation dedicated to ethical and responsible business practices.

As a member of Sedex, we are committed to upholding the highest standards of ethical conduct and sustainability in our operations. One of the key benefits of our membership is that we can now provide our customers with the Human Rights Certification they may require.

The Human Rights Certification offered through Sedex ensures that our products and processes adhere to rigorous human rights standards, promoting fair labor practices, safe working conditions, and ethical sourcing. This certification is recognised and respected globally.

If you have any inquiries or if your organisation has a need for Human Rights Certification, please do not hesitate to reach out to us. We are here to assist you and ensure that you meet your compliance and ethical sourcing goals.

Thank you for your continued trust in our company. We look forward to the opportunity to serve you better and contribute to a more sustainable and responsible business environment.”

DELIVERY CAPABILITY

Our **extensive network of partnerships** equips us with the capacity to facilitate shipping, not only **across Australia**, but also to various destinations **worldwide**. If you have specific locations in mind to which you wish to have your products shipped, please feel free to **contact us** for a consultation. We are more than happy to discuss your unique shipping requirements.



CONTACT US

Website: rosaliepromotions.com.au

Phone: 0401358645

Email: enquiries@rosaliepromotions.com.au





Rosalie Promotions

By working with *Rosalie Promotions*, you become a valued member of our community.

Our team specialises in delivering premium, custom-branded promotional merchandise that is designed to meet the unique demands of your brand.

We take pride in our ability to provide high-quality products that are tailored to your individual needs.