



# THE LITTLE RED BOOK

*of the struddys core values*

 **STRUDDYS**

# 1

---

## **OUR MISSION**

Struddys supplies top-quality apparel, builds strong relationships, and actively supports the community to achieve collective success.

PAGE: 6

# 2

---

## **OUR VALUES**

We unite communities, serve with sincerity, embody strength and integrity, drive innovation, and foster teamwork to excel together.

PAGE: 8

# 3

---

## **SUPPORT**

Welcome all to our community, design garments that unite and empower, give back, and actively engage in reconciliation.

PAGE: 10

# 4

---

## **SINCERITY**

Be personable, go above and beyond, and provide positive, inclusive, and straightforward service that makes everyone feel valued.

PAGE: 12

# 5

---

## **STRENGTH**

Uphold core values, be authentic and transparent, and always prioritize the customer's best interests.

PAGE: 14

# 6

---

## **STRETCH**

Lead in Australian manufacturing, pioneer new systems and products, share innovations enthusiastically, and deliver the highest quality apparel.

PAGE: 16

# 7

---

## **SQUAD**

Support, respect, and show up for each other, recognizing the integral role each person plays in our success.

PAGE: 18

# 8

---

## **THE REWARDS**

A program honoring staff who embody company values, with bronze, silver, and gold awards, culminating in the prestigious "Ultimate Struddys Buddy" prize.

PAGE: 20





# OUR MISSION

*“If you want to go fast, go alone.  
If you want to go far, go together.”*

*- African Proverb*

**STRUDDYS MISSION IS TO SUPPLY  
SUPERIOR APPAREL, BUILD STRONG  
RELATIONSHIPS, AND SUPPORT OUR  
COMMUNITY TO SUCCEED.**

As always, our mission is to provide the highest quality products, with best service possible. Building and nurturing relationships with our customers and community is key to providing the high-quality service Struddys has always been known for. It is important for us to make a positive impact and support our customers to succeed.

# WHAT WE VALUE

## THE 5 S's OF STRUDDYS

At their core, Struddys values represent community, customer service, integrity, innovation, and teamwork. These values have been central to Struddys since 1975. We have broken our values down into key terms and behaviours that we expect and foster at an administrative level, at the employee level, and in our relationships with our customers.

### THE 5 S's OF STRUDDYS ARE:



**SUPPORT**



**SINCERITY**



**STRENGTH**



**STRETCH**



**SQUAD**

*“Values drive behavior, behavior drives culture, and culture drives results.”*

*- Jack Daly*

# SUPPORT

Our Support value represents Struddys emphasis on community. Each of the behaviours associated with this value depict how we want to interact with each other, our customers, and the wider community.



*“In a world of algorithms and automation, community is the human touch that sets businesses apart”*

*- Mari Smith*

## BEHAVIOUR

**We welcome anyone who wears the Struddys brand to be part of our community.**

**We design apparel to unite and empower communities.**

**We give back to the community.**

**We actively engage in the ongoing journey of reconciliation.**

## DESCRIPTION

Anyone – staff, clients, end users - who are associated with Struddys are made to feel welcomed and appreciated as part of the Struddys community.

When creating artwork and/or processing orders for our customers, our goal is to design garments that our clients will show pride in.

It is important to us that we are always looking for ways to make a positive impact in our community.

We are strong supporters of reconciliation and accept our role and responsibility to do what we can to “Close the Gap.”

## EXAMPLES

Saying hello and giving a warm welcome to everyone who walks through the door or calls us on the phone.

Being inclusive of new coworkers and showing them the Struddys way.

Sharing updates/news on clients from all levels on our social media pages.

Using our deep understanding of our customers’ needs to create designs that will resonate with them/their community

Celebrating cultural diversity through incorporating traditional designs, fabrics, or patterns into clothing designs.

Receiving positive feedback from customers about how much they love their designs.

Presenting Struddys with opportunities where we can give back and make a positive difference in the community, i.e. identifying sponsorship and donation opportunities.

Volunteering your own time/skills in the community – i.e. coaching a local team, sitting on a club board, etc.

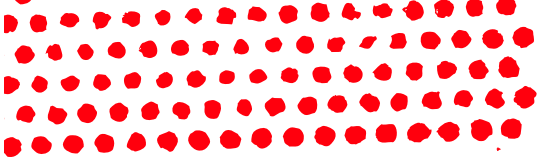
Providing sponsorships to local footy clubs and organisations.

Being an active member of Struddys RAP Working Group.

Attending organised RAP events and engaging with RAP content.

Participating in NAIDOC week events.

# SINCERITY



Our Sincerity value represents our commitment to genuine customer service, as well as positive and inclusive interactions between staff. Each of the behaviours associated with this value depict how we should be interacting with our customers and fellow staff members.



*“Customers can smell insincerity from a mile away. Be authentic, or be forgotten.”*

*- Megan Adams*

BEHAVIOUR	<b>We are personable and approachable.</b>	<b>We go above and beyond to deliver on time, every time.</b>	<b>We are positive, inclusive, and straight forward in our service.</b>
DESCRIPTION	Everyone feels comfortable approaching a Struddys staff member and enjoys interacting with them.	We care about delivering to our customers, so we do what it takes to get the job done.	We are upbeat, genuine, and honest with each other and our customers. We do not discriminate who we deal with and do not leave people out.
EXAMPLES	Staff members feel comfortable when approaching each other to resolve an issue. Customers enjoy interacting with us, and feel comfortable discussing their needs and concerns We get along with each other and interact in a friendly and professional manner.	Staying back an extra 15 minutes to complete that urgent order. Driving 3 hours on a Friday night to deliver that one set of jerseys for a client to play in on Saturday. Helping another department to make sure important deadlines are met.	Being honest with our customers; letting them know when an issue occurs, and not over-promising on delivery timelines. Having an upbeat, can-do demeanor in interactions with customers and other staff. Inviting a new coworker to lunch with the team.

# STRENGTH

Our Strength value represents our commitment to integrity. The behaviours associated with this value ensure we are genuine and honest in character, and that we are upholding our values by keeping them front of mind when making decisions.



*“Strength is standing up for what you believe in, even when it’s easier to go with the flow.”*

*- Howard Schultz*

## BEHAVIOUR

**We have strong core values that are central to our decision making.**

**We are authentic and transparent with every interaction.**

**We put our customer’s best interests first.**

## DESCRIPTION

When making decisions, both in our day-to-day roles and in strategic planning, we keep the 5 S’s of Struddys front of mind, and use them to help guide our choices.

We are genuine and honest in our interactions with each other and our customers.

We do what is best for the customer, even if they don’t request it.

## EXAMPLES

Displaying our values at your work station, and referring to them throughout the day.

You have no urgent tasks on your to-do list, and you know putting our customers first and helping each other out is important, so you choose to help dispatch unload the arriving shipment, as there are urgent orders that need sending to customers today.

Volunteering your time at an event to give back to the community, because giving back is important to you and Struddys.

Being honest when we are given a deadline that cannot be met.

Asking questions and gaining clarification when you don’t know something.

Owning up to mistakes, rather than blaming others, and taking the measures necessary to resolve the issue.

Suggesting the customer purchase mini-mod jerseys rather than elite jerseys for their u7’s team, because you know what’s suitable for that age group and they can save money.

Giving a customer some suggestions on their requested designs because you know what will look great on the field, and we want them to look their best.

Ensuring urgent orders are completed before leaving for the day.



# STRETCH

Our Stretch value represents our drive for innovation. The behaviours associated with Stretch demonstrate our desire to continuously improve and better the company and our products.

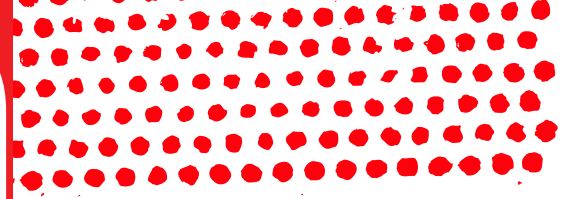


*“Stretching the boundaries of what’s possible leads to breakthroughs that revolutionize industries.”*

*- Elon Musk*

BEHAVIOUR	We aim to be industry leaders in Australian manufacturing.	We pioneer new systems and products through research and collaboration.	We are enthusiastic about sharing our innovations.	We seek to provide the highest quality apparel.
DESCRIPTION	We want to be leaders in Australian Manufacturing with state-of-the-art facilities and processes.	We conduct research and work together to improve our processes and products.	We actively share the innovations and successes of Struddys and our community with others.	In each of our roles, we complete all steps necessary to ensure the final product our customer receives is of superior quality.
EXAMPLES	<p>Understanding the benchmark of Industry 4.0 and actively taking measures to reach and exceed that benchmark.</p> <p>Attending manufacturing events and forums to stay informed on industry developments, and implementing findings into Struddys practices.</p> <p>Actively seeking ways in which we can improve our production process, and then implementing those processes.</p>	<p>Attending conferences and seminars in our respective fields to be on the forefront of industry evolution.</p> <p>Making connections with industry experts to foster collaborative relationships.</p> <p>Sharing your ideas for process and/or product improvement with your manager or relevant parties.</p>	<p>Sharing our new product drops with customers, enthusiastically.</p> <p>Sharing company posts on social media with pride.</p> <p>Sending reports of company achievements to relevant external parties (i.e. government, collaborators, customers).</p>	<p>Trimming excess thread on our products.</p> <p>Ensuring boxes are taped, labelled, and packed neatly.</p> <p>Making sure all details of an order are processed correctly to minimize errors on the final product.</p>

# SQUAD



Our Squad value represents the importance of teamwork at Struddys. The associated behaviours ensure that we foster a strong team environment by helping each other out, and respecting not only each other as individuals but respecting every role within the company.



*“A team that respects and values each other’s contributions is unstoppable in achieving greatness.”*

*- Michael Jordan*

<b>BEHAVIOUR</b>	<b>We support, respect and show up for each other.</b>	<b>We know that every person plays an integral role in our success.</b>
<b>DESCRIPTION</b>	We help across departments when needed, celebrate our coworkers’ achievements, and treat each other with respect.	We understand that the company cannot be successful without every single role; everyone contributes to the success of the company.
<b>EXAMPLES</b>	Assisting another department when they are “under the pump.” Noticing when a coworker is having a bad day, and asking how they are and how you can support them. Showing up to help at a carnival on the weekend because you know the team could use the extra hands.	Valuing all positions in the company, and appreciating the work everyone does. Respecting each departments time lines, and not expecting them to make exceptions to push your work through regularly. Not engaging in negative talks regarding a particular department or employee to other employees or customers.

# STAFF REWARDS

The Struddys Employee Rewards is a peer nominated program, in which all staff have the opportunity to nominate a coworker who they believe strongly upholds the company values, in particular, one of the 5 values: Support, Sincerity, Strength, Stretch, or Squad.

The nominations will be judged by a panel made up of the Struddys Administration team.

**THE AWARDS WILL BE AS DEMONSTRATED IN THE BELOW TABLE.**

	SUPPORT	SINCERITY	STRENGTH	STRETCH	SQUAD
LEVEL 1	Bronze Pin + \$250 gift card	Bronze Pin + \$250 gift card	Bronze Pin + \$250 gift card	Bronze Pin + \$250 gift card	Bronze Pin + \$250 gift card
LEVEL 2	Silver Pin + \$350 gift card	Silver Pin + \$350 gift card	Silver Pin + \$350 gift card	Silver Pin + \$350 gift card	Silver Pin + \$350 gift card
LEVEL 3	Gold Pin + \$500 gift card	Gold Pin + \$500 gift card	Gold Pin + \$500 gift card	Gold Pin + \$500 gift card	Gold Pin + \$500 gift card
LEVEL 4	<p><b>ULTIMATE STRUDDYS BUDDY</b></p> <p>Once all gold pins have been collected, an employee will be presented with this award.</p> <p>They will be entitled to:            1 x Ultimate Struddys Buddys pin            1 x \$1,000 gift voucher            1 x weekend away for 2            + Major bragging rights</p>				

*“The true reward is the joy of making someone else’s day brighter.”*

*- Buddy (Elf)*

For each value, an employee must progress through each level of the award. For example, they must earn a bronze award before they can earn a silver award, and they must earn a silver award before they can earn a gold award. In order to win the “ultimate Struddys buddy” prize, you must collect all 5 gold pins.

When receiving an award, employees will be given a case to display on their work station where they can store their pins as they collect awards. The awards will be distributed quarterly (every 3 months), with only one of each award available. So basically, every 3 months, 5 employees will be honoured with an award for being exemplary in one of the 5 values. There may be a scenario in which no award is given for a particular value, if no one applied that value to the desired standard.

To nominate a peer, Employees must fill out a template and provide all details, including examples of when

the particular value was displayed. You can nominate any employee for this award, even if they do not work in your department. The only requirement is that nominee must have strongly upheld the value over the course of the award period. If you have collected a bronze, silver, and gold badge in one of the areas, and you win that award again, you are able to trade your second gold badge for a badge in another area. For example, if you have a bronze, silver and gold pin in Squad, and you win the Squad award for a fourth time, you can trade your second gold badge for a bronze in Stretch.

This rewards program is designed to recognize our staff for upholding the Struddys values of community, customer service, integrity, innovation, and teamwork.

# THE STRUDDYS SQUAD



# THE LITTE RED BOOK

*of the struddys core values*

