

WRITE A LETTER TO BONDS

Right now, we're tackling poverty in the fashion industry – and we want you to join us!

Fashion is a booming industry, turning over \$23.5 billion in Australia in 2018.

Currently, **the women who make our clothes do not make enough to live on, keeping them in poverty.** Despite long hours away from their families, working full time plus hours of overtime, big brands do not pay them enough money to cover the basics of life – food and shelter.

It doesn't have to be like this. Write a letter to Bonds asking them to pay the women who make our clothes a living wage.

WHY WRITE A LETTER?

The fashion industry won't change on its own – it's up to us to hold big clothing brands to account. Writing a letter is an effective way to demand change.

- Brands care what their customers think
- They get a lot of comments on social media– far less people write letters
- Personalised messages stand out

By writing a letter to Bonds, you're joining hundreds of activists across the country who have already demanded change.

BONDS SHOULD PAY A LIVING WAGE

Bonds is an icon - one of the biggest and most powerful retail giants in Australia. Bonds and their parent company, HanesBrands, have taken big steps to improve their practices in the past, **especially when people like you have demanded change.**

In 2013 they signed the Bangladeshi Fire & Safety Accord, showing they value worker safety. They also have a high level of transparency in their supply chain, making it easy to see where their clothes are produced and by whom. They should be congratulated for this! But they haven't made a real, time-bound commitment to pay a living wage.

80% Hanesbrands' clothes are made in factories they own. They have control over how their factories are run, making it easier for them to implement a living wage.

A LIVING WAGE IN THE FASHION INDUSTRY

The minimum wage for garment workers in Vietnam equates to just **78c an hour**, which is not enough to live off. Garment-producing countries often have a "race-to-the-bottom" for the lowest possible minimum wage, to try and attract foreign investment – **a minimum wage does not equal a living wage!**

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A LIVING WAGE
for a worker and their family should provide:

FOOD UTILITIES HOUSING HEALTHCARE
EDUCATION CLOTHING TRANSPORTATION SAVINGS

Earned in no more than 48hrs/week.

A living wage is not a luxury, but a minimum that all working people should be paid if they are to escape abject poverty.

It should cover all the basic living costs for one person and their dependents, earned in no more than 48 hours per week.

Bonds claim to pay a “fair wage”, but they aren’t transparent about what this is, how they’ve calculated it, or if it’s enough for workers to afford their basic needs.

BONDS CAN AFFORD TO PAY A LIVING WAGE

On average, it would cost brands like Bonds less than 1% of the retail price to ensure that the women who make our clothes are paid a living wage – **just 10c for every \$10 t-shirt!**

Because HanesBrands, the parent company that owns Bonds, have most of their clothes made in factories that they own, they can implement a living wage far easier than brands that make clothes in third-party factories.

Big brands like Bonds make big money, and they have the power and responsibility to ensure the women who make our clothes are paid a living wage.

