

WRITE A LETTER TO BONDS

Tips for writing a great letter

- ➔ Make it personal – what’s your connection to the issue? What’s your connection to Bonds?
- ➔ Explain the problem – why is this bad? What are the impacts of not paying a living wage?
- ➔ Use statistics, but use them sparingly – stories are more powerful than numbers.
- ➔ Offer a solution: Bonds should make a credible, time-bound commitment to pay a living wage!
- ➔ Try and keep the tone positive. Bonds are more likely to pay attention to a letter that isn’t combative and angry.

Facts about the fashion industry

- ➔ Fashion is a booming industry, turning over \$23.5 billion in Australia in 2018
- ➔ In many garment-producing countries, the legal minimum wage is not enough to live off
- ➔ A living wage should cover all basic living costs for a person and their dependents – it’s not a luxury!



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- ➔ Big brands make big money, and should ensure all people making clothes for them are paid a living wage
- ➔ Research by Deloitte indicates that, on average, it would cost just 1% of the retail clothing price for brands to pay a living wage – that’s just 10c for a \$10 t-shirt!

Facts about Bonds

- ➔ Bonds are owned by the parent company Hanes Australasia
- ➔ They do not produce clothes in Bangladesh, but they do in Vietnam where the minimum wage is just 78c an hour
- ➔ 80% of the clothes produced for Hanes Australasia are made in factories they own. They have a lot of control over their supply chain – it’s easier for them to pay a living wage than it is for many brands
- ➔ Bonds have a pretty good track record supporting their workers. 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.
- ➔ 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
- ➔ In 2015 the company generated total revenue of \$792,086,000