

Make a cultural choice for better
futures and stronger communities



Capability Statement

www.culturalchoice.com.au

The Vision

MEET OUR MANAGEMENT TEAM...

Mark and Jodie Watson

Mark is a Gamilaroi man from Walgett in Western NSW. After a diverse career incorporating work within NSW Schools, management positions and working with disengaged and Indigenous youth. Mark made the decision with his wife Jodie to begin a new journey into the wholesale of Stationery and Office Supplies.

Mark and Jodie dreamt of incorporating Mark's Cultural background and their business knowledge to become a standalone Aboriginal Stationery supplier with National capabilities with a unique Aboriginal stationery range.

MISSION and STATEMENT...

Mark and Jodie Watson had a vision to become a standalone 100% Australian owned and operated Aboriginal Stationery and Office products supplier with National Distribution and a dream of their own unique Aboriginal Stationery range.

With limited resources Mark and Jodie spent 4 four years building foundations and relationships with some of the Country's largest stationery suppliers with sophisticated distribution networks whilst remaining true to the Cultural Choice mission. We are independent and adaptive, building capacity investing in technology to improve customer experiences making our ordering system seamless and keeping our operating costs low to ensure longevity and promote growth. With a logistics structure in place equal to any key player in Australia through third party sub-contracting arrangements gives our clients the confidence and reassurance that choosing Cultural Choice is a diverse low risk Aboriginal alternative to current supply arrangements.

Cultural Choice is dedicated to offering customers the benefit of its key values of industry and customer focus, integrity and professionalism.

We pride ourselves on doing whatever it takes to meet your specific needs. We value the place we will forge in the market, and pride ourselves on our unique collaborative approach to customer service and serving the industry. We are committed to providing quality products and services that continually exceed our customers' expectations. Our commitment is directed toward one primary goal: to continue to earn the trust and loyalty of our customer.

Some of our Clients:



- NSW Department of Education
- NSW Education Standards Authority
- Office of State Revenue
- NSW Land and Housing Corporation
- Multicultural NSW
- NSW Department of Justice
- Family And Community Services NSW
- Corrective Services NSW
- Ageing, Disability and Homecare
- Aboriginal Affairs NSW
- Independent Commission Against Corruption
- Health Care Complaints Commission
- Home Care Services NSW
- State Transit Authority of NSW

A true Indigenous product

Exclusive Indigenous Product Range...

Mark and Jodie worked closely with Indigenous linguist John Giacon to learn as much as we could about the Gamilaroi Nation and language so we can then carry this knowledge through to our products without concern of authenticity staying true to the culture and its people.

We have a range of authentic Aboriginal stationery using Aboriginal art from the late Uncle Les Elvin who passed on his craft to Mark. Mark has now taken over the role of creating the artwork for the Cultural Choice product range. The range is unique and connects the workplace and our educational institutions to Aboriginal culture. The range sits perfectly beside our range of 6000 Stationery and Office products we supply.

Using Cultural Choice directly for your Stationery and office supplies can assist your organisation to secure whole of Government contracts. 100% of your order value is a direct Indigenous spend under the Commonwealth's Indigenous Procurement Policy. Direct engagement will also enable your organisation to meet any Reconciliation Action Plans and/or Indigenous Policy Framework that you may have in place.



Our Solution



- The Exercise Books are Nguu Malaaliygu (a book for practice)
- The notebook is Nguudhuul (nguu – paper bark tree; dhuul – little)
- The spiral note bok is Nguudhuul Gayagalaraay (nguu-paperbark tree;dhuul-little,gayagal-spiral/helix;gaya-y-turn) – little book with spiral
- The writing pad is Girraabil (girraa – leaf; -bil – many)
- The Post-it notes are Mamayaanduul (mamayaan – thing that sticks, from mamay – to stick)
- Tissues are Gaanbalduul (little wiper)
- Pens are WIYAYL - Instrument for writing
- Copy Paper is Biiba Yalumaliga (paper for copying)

Cultural Choice acknowledges the traditional owners of Country throughout Australia. We pay respect to the Culture and to the Elders both past and present.

We are our proud to be associated with and support:



OUR VISION and COMMITMENT to LOCAL INDIGENOUS COMMUNITIES...

The value add...

Although in its infancy Cultural Choice is committed to lead the way in opportunities for Indigenous Education and Employment and support programs and initiatives that inspire knowledge and learning that will provide Indigenous children the opportunity to choose a future without limitation. Mark and Jodie have two sons, Connor and Fletcher. Sport provided their boys many opportunities and it was through sport and the Australian Indigenous Education Foundation Connor and Fletcher were offered the opportunity of an Education Scholarship the family could only dream of. Inspired by this life changing opportunity it was through Mark's business experience and working with disengaged youth he and Jodie had a vision to combine the two and in turn work with corporate business to help provide Indigenous children similar opportunities their boys have been given.

Mark and Jodie are proud to have recently become Donors to the AIEF by donating a % of profits from the sales of the Cultural Choice 100% recycled copy paper now available in A4 and A3. Cultural Choice are also in the initial staging of building a Foundation to help disadvantaged Indigenous youth throughout Australia through educational opportunities.

By using the products and services offered by and from Cultural Choice through direct engagement will assist any organisation to secure Government contracts through IPP (Indigenous Procurement Policy) and assist to meet any commitment to their individual RAP (Reconciliation Action Plans) and or Indigenous Policy Framework your organisation may have in place.

We are proud of the relationships we have built with our 3rd party suppliers, because of these strong relationships we are able to provide over 6,000 products and:

- Next day delivery
- No minimum order value
- FREE delivery and collection
- Excellent product warranties
- No quibbles returns
- Dedicated account management
- Quality commitment to ISO 9001
- Environmental management to ISO 14001

Our Community Involvement

Cultural Choice is committed to give back to the community through schemes to better education opportunities.

Our Employment policy is to maintain a level of 50% Indigenous employment across all levels of our business now and as we grow.

Through direct traineeships and work experience programs, Cultural Choice provide exposure to corporate office environments inspiring young adults to be comfortable in the corporate world and aspire to widening their career horizons. Mentoring Support programs are available to our staff through NSW Indigenous Chamber of Commerce and all our staff are encouraged to develop their skills and achieve qualifications where possible.

We are committed to continue to support Indigenous communities and people. Cultural Choice is Supply Nation Certified and are members of the NSWICC and FACCI and feel compelled to give back to our community through a number of projects;

- 1. We currently offer an annual percentage % of sales in donations to the New South Wales Indigenous Chamber of Commerce*
- 2. We support through donation the Australian Indigenous Education Foundation, a not for profit foundation, who offer Indigenous students scholarships to leading Australian schools and Universities.*
- 3. We regularly donate stationery and books to local schools and communities in need and are looking to further develop a more formal program during 2017*
- 4. Cultural Choice Offer local Indigenous Trainee ships and work experience programmes.*
- 5. Sponsorship of multiple National Indigenous events in sports and film.*
- 6. Initial staging of building a Foundation to help disadvantaged Indigenous youth throughout Australia through educational opportunities.*



Cultural Choice is the only 100% Australian owned and operated independent Aboriginal Office Supply Company currently in operation.

How to Contact us:

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