

**From:** Jason Reason [REDACTED]  
**Sent:** Wednesday, 16 May 2018 10:28 AM  
**To:** Adjudication  
**Subject:** AA1000418 - Homeworker Code Committee - submission

**Categories:** Submission

To whom It may concern,

I write in support of the Homeworker Code Committee's application {AA1000418}.

Thinksideways and the brand names we trade with have been accredited with Ethical Clothing Australia (ECA) since April 2017

We value this accreditation program because it establishes a clear and reasonable code that our clients and customers can understand and seek out. The code expectations are a fair and reasonable level to meet and hopefully exceed in a time where manufacturing standards and workers' rights are often in the shadows.

Too many businesses in this industry make claims without any evidence or validation as pure marketing ploy. Despite being in a busy space where the term 'Ethical' is used along with many others, it's good to have a certified trademark that differentiates our businesses that have actually taken real steps to be audited and accredited.

It is important that we have independent, third-party accreditation that allows us to demonstrate our compliance with the relevant workplace laws in Australia. We value our employees and the support that is provided through the accreditation program. Further, this program allows us to demonstrate that our products are Australian made.

We also use the ECA trade mark to promote our accreditation through social media, our websites and with swing tickets on finished goods. We have seen a boost in business that is clearly traceable from the ECA website and its marketing, and continue to grow our customer base with clients specifically seeking out accredited ethical business operators.

Please do not hesitate in contacting me for more information.

Kind Regards

Jason Reason  
**thinksideways**

[REDACTED]