

Corporate Social Responsibility (CSR) Policy

1. Introduction

VooDu Marketing is committed to conducting business in a socially responsible and ethical manner. We recognize our responsibility to contribute positively to society, minimize our environmental impact, and foster a culture of inclusivity and fairness. Our CSR policy is designed to guide our business operations in alignment with sustainability, ethical practices, and community engagement. This policy applies to all employees, partners, suppliers, and stakeholders involved in our business activities.

2. Objectives

- Promote ethical business practices and integrity across all operations.
- Reduce environmental impact through sustainable business strategies and eco-friendly initiatives.
- Support the local community through charitable contributions, sponsorships, and volunteer programs.
- Foster a diverse, inclusive, and supportive workplace that values equity and respect.
- Ensure responsible marketing, advertising, and customer engagement to uphold ethical standards.
- Continuously assess and improve our CSR initiatives to align with global best practices.
- Comply with all relevant legal and regulatory requirements in Victoria, Australia, and internationally where applicable.

3. Ethical Business Practices

- Conduct business with honesty, integrity, and transparency to maintain trust with stakeholders.
- Ensure fair labour practices by adhering to workplace laws, including fair wages, safe working conditions, and anti-discrimination policies.
- Uphold human rights by rejecting child labour, forced labour, and any unethical labour practices. VooDu Marketing's operations comply with the United Nations International Labour Organization Convention's prohibition on child labour and minimum age for work. Suppliers shall not employ any person under the age of 15 in accordance with developing International Labour Organization Convention 138.
- Maintain strong relationships with ethical suppliers and partners who align with our values and commitment to sustainability.
- Protect customer and employee data, ensuring strict compliance with data protection and privacy regulations.
- Implement anti-corruption and anti-bribery policies in all business dealings to uphold fair competition.

4. Environmental Sustainability

- Reduce waste and increase recycling efforts by implementing a circular economy approach in business operations.
- Minimize energy and water consumption by adopting energy-efficient appliances, switching to renewable energy sources, and reducing office resource wastage.
- Promote the use of sustainable and eco-friendly promotional materials, such as biodegradable, recycled, and reusable products, minimizing reliance on plastics.
- Encourage responsible printing and packaging by using FSC-certified paper, vegetable-based inks, and minimal-waste designs.
- Where possible, support carbon reduction initiatives, such as carbon offset programs and partnerships with environmentally responsible logistics providers.
- Educate staff, clients, and suppliers about sustainability practices and encourage participation in environmental awareness programs.
- Where possible, set measurable sustainability goals and track our environmental impact to ensure continuous improvement.

5. Community Engagement

- Support local charities, nonprofit organizations, and community initiatives through donations and partnerships.
- Collaborate with local businesses, social enterprises, and startups to drive positive social and economic impact.
- Where possible, develop corporate giving programs that align with our business values and the needs of the communities we serve.
- Support educational initiatives and mentorship programs to support young professionals and aspiring marketers in the industry.
- Support Indigenous communities and support projects that promote cultural awareness and reconciliation.

6. Workplace Diversity, Equity & Inclusion

- Foster an inclusive and diverse workplace culture by ensuring equitable hiring, training, and professional development opportunities.
- Provide equal opportunities for all employees, regardless of gender, race, age, disability, sexual orientation, socioeconomic background, or cultural identity.
- Support employee well-being through mental health initiatives, flexible work arrangements, wellness programs, and work-life balance initiatives.
- Implement anti-discrimination, anti-harassment, and equal opportunity policies to create a safe and respectful workplace.
- Offer diversity and inclusion training programs to educate staff on cultural awareness, unconscious bias, and allyship.
- Establish clear reporting mechanisms for workplace grievances and ensure strict enforcement of policies that promote fairness and justice.

7. Responsible Marketing & Client Engagement

- Ensure marketing and promotional campaigns are ethical, truthful, and free from misleading or deceptive claims.
- Avoid exaggerated advertising, offensive messaging, and unethical consumer targeting practices.
- Respect consumer rights and ensure full transparency in pricing, services, and promotional offerings.
- Promote socially responsible messaging in all marketing activities, including awareness campaigns for sustainability, diversity, and ethical consumerism.
- Offer clients sustainable promotional marketing solutions and advise on best practices for eco-friendly branding and ethical advertising.
- Collaborate with clients to reduce the environmental impact of marketing materials by offering digital alternatives and sustainable product options.

8. Employee Engagement & Well-Being

- Promote a culture of employee engagement by encouraging open communication, feedback, and participation in company decision-making.
- Support professional development by providing training programs, mentorship opportunities, and access to learning resources.
- Recognize and reward employees for their contributions to CSR initiatives and overall business success.
- Provide health and safety training, ensuring employees work in a secure and supportive environment.
- Encourage a work-life balance by offering flexible work arrangements and mental health resources.

9. Supply Chain Responsibility




- Partner with suppliers and manufacturers who adhere to ethical labour practices and environmental standards.
- Conduct supplier audits to ensure compliance with fair trade, sustainability, and human rights guidelines.
- Encourage suppliers to implement eco-friendly practices in production and logistics.
- Prioritize sourcing materials that meet environmental and ethical certification standards, such as Fair Trade, FSC, and organic certifications.

10. Continuous Improvement & Compliance

- Regularly review and update our CSR practices to reflect evolving ethical, environmental, and social standards.
- Stay informed on changes in corporate social responsibility laws, industry regulations, and best practices.
- Seek feedback from employees, clients, suppliers, and stakeholders to enhance our CSR initiatives.
- Establish measurable CSR goals, track progress, and report on our impact to ensure transparency and accountability.
- Ensure full compliance with all relevant laws, industry standards, and corporate responsibility frameworks.


11. Compliance & Australia Standards

At VooDu Marketing, we pride ourselves on sourcing top quality customised products, with fast lead times, and competitive pricing. In addition, we strive to ensure that the products are also:

-  Safe to use
-  Meet local standards and regulations
-  Are sourced using responsible factories

To achieve this, we have created a compliance library, outlining key information to ensure we meet our key objectives.

- Product safety regulation in Australia is a shared responsibility between the Australian Competition and Consumer Commission and the states and territories. Below we have a range of resources, that we actively monitor, to ensure the safety of products.

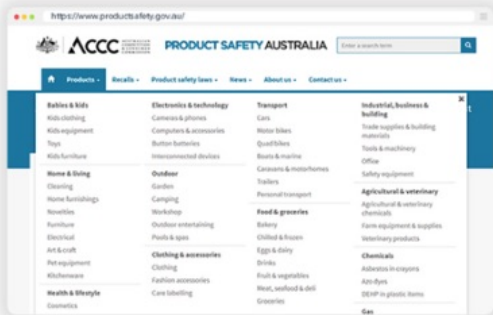


Australian Standards

Standards

To ensure we are providing a product that is safe, and meets Australian standards, as part of quoting we lookup the latest advice using the below steps:

- 1 Navigate to the Product Safety Australia Website
<https://www.productsafety.gov.au/>
- 2 Under the products tab, search for the category of product you are looking at
- 3 Review the relevant info/standard
- 4 Take proactive actions to ensure compliance





Source: <https://www.productsafety.gov.au/about-us/publications/product-safety-priorities-2022-23>

VooDu Marketing retains the authority to verify adherence to the Supplier Code of Conduct, provided reasonable notice is given. Any violation of the terms outlined in this Code is deemed a significant breach of contract by the supplier. Suppliers are also obligated to inform VooDu Marketing Pty Ltd of any infractions or breaches (including impending charges) related to Modern Slavery or Prohibited Business Practices. This requirement aligns with our commitment to transparency and aims to safeguard our business, employees, clients, and the broader community.

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Approved by: VooDu Marketing Pty Ltd

This policy reflects our commitment to corporate social responsibility and will be reviewed annually to ensure ongoing improvement and positive impact in the communities we serve, the environment, and the broader business landscape.