



PROUDLY FEMALE-FOUNDED
SOCIAL ENTERPRISE
CREATING MEANINGFUL
EMPLOYMENT FOR
NEURODIVERGENT
AUSTRALIANS

CAPABILITY STATEMENT

Who we are

Not just Merch - It's branding with a purpose

Better Merch is a social enterprise that believes your branded products should do more than look good - they should do good.

We are a purpose-built social enterprise established to create meaningful, scalable employment for neurodivergent, long-term unemployed, and rural Australians.

We do this through a tech-enabled merchandising platform designed with process-led roles, automation, and structure - making it ideal for individuals who thrive with clarity, repetition, and flexibility.

Why we're here

We don't just create **merchandise** We create **meaningful employment**

The unemployment rate for neurodivergent Australians is more than 34%. Not due to a lack of talent, but because traditional workplaces aren't built with them in mind.

Better Merch are here to change that, we are flipping the script - creating structured, supported jobs that unlock potential and drive real social change.

By embedding inclusive employment into the merchandise industry, we're proving that a business can deliver great products and greater impact.

Our Capacity



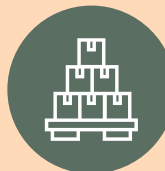
Environmentally Sustainable Products

We source products made from bamboo, wheat fibre, and recycled materials outlining the impact of better choices. Every eco-conscious order helps reduce landfill in the \$2.3B merchandise promotion industry.



Australian-Made Products

We proudly prioritise Australian-made supporting local makers and minimising transport emissions. Choosing local keeps jobs here and strengthens our commitment to community-first procurement.



Bulk Indent Ordering

From 50 to 50,000 custom units we can indent or do local production, while reducing waste through planned production and consolidated freight.



Express Range

Need merch in a hurry? Our express range includes high-quality, locally stocked items that can be printed and delivered in as little as 24 hours - perfect for events, last-minute campaigns, or onboarding kits.

Why choose Better Merch

Branded with Purpose: Align your procurement with your social impact goals. Our clients use our reporting to strengthen their ESG and social procurement outcomes.

Proven Social Impact: Surplus / Net profit of 51% or more to be re-invested in our purpose of training, development and hiring of staff. As well as furthering our commitment to re-investing in our local Australian Made supply chain.

Eco-Conscious Products: We help your business shift from wasteful promo items to sustainable, high-quality merch that tells a story - yours.

Easy, Reliable Delivery: With a self-service platform and automated workflows, we deliver what you need, when you need it, without compromise.



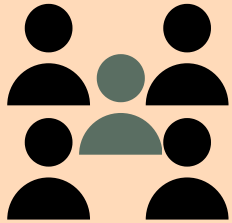
PEOPLE • PLANET • PRODUCTS



REAL WORK. REAL IMPACT. REAL PEOPLE.
YOUR BUSINESS CAN BE PART OF THE SOLUTION

34% UNEMPLOYMENT
373M BOTTLES TO LANDFILL
YOU HAVE **ONE POWERFUL CHOICE**

OUR IMPACT



1 in 5

Australians are
Neurodivergent



Neurodivergent individuals are
6X MORE LIKELY
to be unemployed than their neurotypical peers

**MAXIMISE YOUR
SOCIAL
PROCUREMENT
SPEND**



**SUPPORT US TO
CREATE MORE
EMPLOYMENT
OPPORTUNITIES**

OUR CORE VALUES

**Inclusion
Employment
Empowerment
Equity**

OUR TARGET

**To employ 15
neurodivergent
people in Australia
within 3 years**

BREAK THE BIAS
Build real inclusion for
neurodivergent people

CREATE MORE

**Community,
workforce &
economic
participation**


AUSTRALIA FIRST

**We promote
Australian Made
products to support a
strong local
supply chain**

ECO - FIRST
Promote and Inform
our clients on better
eco-sustainable
choices

**LEAD BY
EXAMPLE**
Show other
companies what is
possible

**We would love
to hear from you**

 0417 038 211

 hello@bettermerch.com.au

 [better_merch](https://www.instagram.com/better_merch)  [better merch](https://www.linkedin.com/company/better-merch)



*We don't just create jobs - we build
environments where people thrive.
At Better Merch, we remove bias,
nurture potential, and prove that
inclusive employment delivers real
outcomes.*

Viki Govic, Founder



PEOPLE • PLANET • PRODUCTS



OUR PROGRESS

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new employment pathways created for neurodivergent, disabled, and long-term unemployed Australians.

35% indigenous workforce

Working closely with Australian suppliers, we're projecting 30% of all products sold to be Australian Made, reducing emissions and supporting local industry and jobs

We are collaborating with leading innovation hubs to develop new products & technology that strengthen our impact, improve sustainability & expand employment opportunities

60% of products on our website are Eco Sustainable

100% of our staff have never had a job prior to joining **Better Merch**

We're helping people connect, participate, and grow - socially, emotionally, and professionally.

1,500+ Hours of MEANINGFUL Employment

100% Australian Female owned company

Your procurement with Better Merch directly contributes to improving social engagement, independence, and economic participation for previously excluded Australians, outcomes that align with modern ESG, Diversity & Inclusion, Social Procurement, and Community Impact frameworks.

OUR CLIENTS



Our Partnerships



FIRST NATIONS FASHION INK PROJECT

PARTNERED WITH GLOBAL INDIGENOUS CO.
& MY LOCAL JOBS PROGRAM
MELBOURNE AIRPORT EXHIBITION

PROUDLY WORKED WITH TINA WARU TO
BRING HER VISION TO LIFE WITH THE
TALENTED INDIGENOUS ARTIST ALEX KERR.
OUR ROLE WAS TO BRING THE ARTWORK TO
LIFE ON REAL FARMENTS AND CONTINUE TO
SUPPORT INDIGENOUS ARTISTS TO
COMMERCIALISE THEIR ART.



BUILDING & CONSTRUCTION FOUNDATION

We support the Building and Construcction Foundation through the supply merch and support that raises awareness and creates opportunity for those facing barriers to obtaining their qualitfications in the construction industry.



We have proudly partnered with Hellow Media by Umbrella Support to create employment for their participants to create content. Turning their media training into meaningful employment

