



dk active

Sustainability Commitment

## **Acknowledgment of country**

dk active HQ is located on Meanjin Country and we acknowledge the traditional owners of this land; the Turrbal and Yuggera people. We pay our respects to Aboriginal and Torres Strait Islander culture, and to the Elders past, present, and emerging.



# Contents

## Acknowledgment to country

### Introduction

- Mission statement ..... 4
- A letter from our Founder ..... 5
- Sustainability at dk active ..... 5

### Our journey

- Manufacturing ..... 7
- The design process ..... 8
- Fabrics ..... 9
- Microfibers ..... 10

### Our planet

- Footprint ..... 12
- Garment components ..... 13
- dk active packaging ..... 13
- Circular model ..... 15

### Our people

- Our team ..... 17
- Diversity and inclusion ..... 19
- Partnerships ..... 19
- Community ..... 19

### Supply chain

- Supply chain traceability ..... 21
- Some of dk active’s fabric and factory certifications ..... 22
- Supplier relationships ..... 24

# Mission statement

## **dk active has always been for the people and for the planet.**

With our commitment to creating quality garments that support and empower, our locally produced active and leisure wear pieces replace the need to purchase ill-fitting, mass-manufactured, or wasteful clothing.

Whether you're working out or hanging out, dk active empowers you to move freely.

At dk active, we acknowledge everything that we do has an impact on our environment, our planet, and our incredible team. Therefore, our commitment is to initiate responsible business practice in everything that we do, to ensure we leave a lighter footprint on our planet. And it's a commitment we take seriously.

It's no secret that manufacturing in Australia and competing with fast fashion brands is a challenge. It hasn't been easy from the start, but it's a challenge that we have welcomed, in the name of creating a better, and more sustainable product.

It's driven us to become as efficient as possible in everything that we do. This in turn not only helps us stay competitive, but it also reduces our impact on the environment, improves our products and empowers our workforce.



# A letter from our Founder

**I'm Danielle Kay Holden:  
Founder, CEO of the  
dk active brand.**

To say I'm passionate about the environment is an understatement. I have spent years honing my knowledge, skills and expertise in the design, manufacturing, and fashion industries to ensure that with every step, I'm treading lighter on the Earth.

When dk active came to be, I travelled from manufacturer to supplier, searching for those committed to ethical and sustainable business practice. What we found along the way unfortunately didn't meet the sustainability criteria we were wishing to align with.

*"The only option was to manufacture dk active's range right here, in my hometown of Brisbane, Australia."*

As you explore this report, you will discover the ways in which I intend for my brand to continue to commit to a sustainable future.

Now that I'm a mother to a beautiful little girl, her future means everything to me.

This has only served to strengthen my commitment to leaving the planet in a better position that I found it. Sustainability is not only a commitment to the planet, but a commitment to the future generations and the world we leave behind for them to inhabit. There's no better way to educate than to lead by example, so this is what we strive for at dk active. We aim to set a precedent for Australian fashion designers and businesses alike, present and future. Ethical and sustainable business practice isn't easy, but in our eyes, it's the only choice.



# Sustainability at dk active

**Sustainability is at the forefront of everything we do, it's not merely an afterthought.**

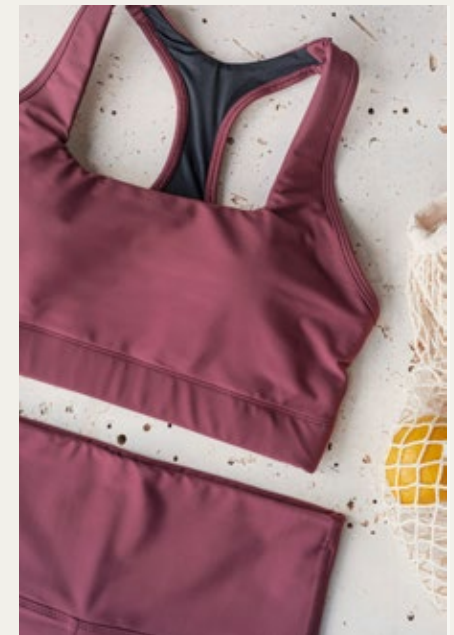
We're in the unique position of running our entire business in-house. From concept, design, product development, digitisation, laser fabric cutting, fabrication and distribution, we're able to take steps to ensure sustainability from the outset and at every stage of operation.

By doing so, we don't have to rely on third parties to deliver these services. This vertical integration enables us to not only make commitments to ethical manufacturing, but it also allows us to underwrite them. Our factory, processes and products are local, open, and transparent... all proudly located in Brisbane, Australia in our solar powered premises.

All this in-house activity renders our clothing kilometers amongst the lowest in the industry. This acts to further reduce our carbon emissions, packaging waste and costs.

An advantage of manufacturing locally means that we overcame supply chain issues amidst the global pandemic that negatively impacted many businesses worldwide. We recognise how lucky we are to be in this unique situation. But it's our commitment to sustainability that led us here.

*"We're in the unique position of running our entire business in-house."*



# Our journey

Our journey began with exploration.



# Manufacturing

## Our journey began with exploration.

Visiting manufacturers and textile suppliers brought to light just some of the environmental, social, and ethical issues that plague the fashion industry. It's common practice for fashion brands to offshore their manufacturing, distribution and more, though for *our* business model the environmental, ethical and workplace practices we discovered in many manufacturing facilities simply did not align with our moral compass.

*“Where we tried to salvage any offcuts, we were told it was not possible and all would be thrown into landfill.”*

Not only that but the large mass production quantities that were required per product were incomprehensible for a brand that was just getting started. Many factories in this time did not have water treatment facilities and the toxic chemicals would run straight into the local waterways. After years of research and no luck in finding somewhere that aligned with our views, we had to acknowledge the environment and the people within it, as well as the overall contribution to society that we could deliver.

To act on this, we asked the hard questions, avoided short cuts, and paved our own journey. We certainly didn't take the easy route... but the path to positive change is rarely straightforward. We decided the only way forward, was to be in complete control from start to finish and create our entire manufacturing process in house.

Thanks to our team's continued diligence to dk active's unwavering stance on ethics, we've fostered a business that not only promises positive outcomes for the planet, but also creates an incredible workspace for our team and community at large.





## The design process

**Working with a cradle-to-grave philosophy guarantees our sustainable design right from the outset.**

Using high quality fabrics means your dk active pieces fit better, perform for the purpose they are created for, and withstand wear and tear for years. Beginning with fabric choices and development means that when we dream up new garments, we match them with a fabric that not only honours the design, but our environmental commitment.

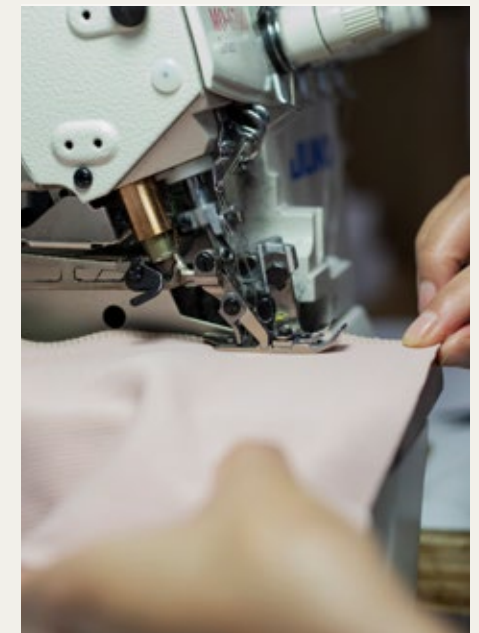
Once fabrics have been paired with designs, we move on to ranging, colour planning and sampling. This is undertaken with a bird's eye view to ensure cohesive styling and colour ranging, but with no attention to detail spared.

*“Another key element to the dk active design process is pairing designs back with the collections that came before them.”*

Our new designs complement previous ranges, as we design with longevity in mind, not just for passing trends.

This allows our customer to build a considered, ethical and sustainable wardrobe, slowly over time.

Imagining a room full of discarded samples, fabric cut offs or ditched design? Not under this roof. Our unsuccessful samples are always used and never thrown away. Our staff are welcome to choose from the samples to add to their own wardrobes, and the rest are gifted to organisations and charities that will best make use of them.





# Fabrics

## Crafting garments isn't just about the fabric.

There's much more to garment construction than that (don't forget, we're detail oriented). All our fabric trims and threads must be OEKO-TEX 100 certified to meet our quality standards.

All organic materials and cottons are woven in Australia, which gives us certainty in our environmental and accreditation processes.

Fabric	Certifications						
	 Garments are Australian Made	 Vegan	 Oeko Tex 100	 GRS Global Recycled Standard	 Offcuts recycled into new yarn	 Compostable mailer and packaging	 Solar powered factory
100% Organic Cotton (fleece and Jersey)	✓	✓	✓		✓	✓	✓
Regenerated Nylon	✓	✓	✓	✓	✓	✓	✓
Revive Nylon	✓	✓	✓	✓	✓	✓	✓
Eco-Comfort	✓	✓	✓	✓	✓	✓	✓
Air Fit	✓	✓	✓	✓	✓	✓	✓
New lightweight ribbed	✓	✓	✓	✓	✓	✓	✓
Agile ribbed lycra	✓	✓	✓	✓	✓	✓	✓
Eco-Active Lycra	✓	✓	✓	✓	✓	✓	✓

## Microfibers

When some types of fabric are being washed in the washing machine, it can cause microfibers to shed from the fabric, which are minuscule in size. The only fabrics of concern are ones made from synthetic materials (including recycled synthetics).

*“Fibers from 100% natural materials such as dk active 100% Organic Cotton are of no concern when it comes to Microfibers.”*

dk active initially supplied gupppybags/washing bags to customers in each order, however after reviewing and conducting surveys from our customers, we found that customers were in some instances throwing away the bags we were providing, hence adding to landfill. We therefore decided to use no plastic or bag packaging - instead using solely our compostable and biodegradable mailers.

If you wish to reduce your microfiber impact, we advise using a laundry wash bag, or installing a microfiber filter to your home washing machine which captures microplastics before entering the drain.



Our planet



# Footprint

## Reducing our footprint extends to the parts of dk active that leave our Headquarters.

We're cognisant of the impact of all external factors that come into play when running a business. Because we're into actions, rather than words, here's how we're taking tangible steps to combat those contributions.



Carbon neutral shipping to reduce our carbon footprint



Keeping as much fabric production as possible within Australia. All garments are Australian made.



Using sea freight for international imports rather than air which reduces carbon emissions and dependence on fossil fuels



Shipping our parcels in entirely compostable or recyclable packaging



Powering our HQ on solar, and feeding back the excess energy we generate into the energy grid



Favouring fabric mills who also operate on solar power

*"Our HQ, based in North Brisbane, runs on solar power and a passion for ethical business practice. We are proud to say that our factory meets all Australian standards for ethical clothing manufacturing."*

– Danielle Kay Holden, Founder



Supplier offers on-site 5 stage water treatment plant. Up to 85% of its water is able to be reused - either back through the manufacturing process or via 3rd party recycled water programs for agriculture parklands and industry



## Garment components

**We do our utmost to use recycled polyester (also known as regenerated nylon) in our fabrics that require a certain level of stretch.**

However, to achieve a longer lasting garment, a small amount of virgin polyester is required in the composition where recycled polyester cannot be replaced.

This increases the longevity of the garment, therefore adheres to our commitment of creating high quality garments that are built to last.

Commitment to sustainability is paramount, so ongoing research and the continued development with our textile mills will ultimately result in a garment that withstands the test of time yet requires no virgin materials.



## dk active packaging

**dk active have been shipping with our custom, compostable mailers for some time now.**

We soon upgraded our sticky tape and shipping labels to a compostable alternative, to ensure that not only was home composting easy and straightforward for our customers, but it gives us peace of mind knowing that no elements of our packaging are adding to landfill or post-consumer waste.

Our garment swing tags are made from recycled paper and are completely recyclable. These tags are attached using safety pins, which can easily be reused around the home or donated where not required.

All our dk active paper packaging is 100% FSC certified.







## Circular model

**Textile waste is not limited just to discarded clothing. The production of garments creates waste in the form of offcuts and fabric scraps.**

In the early days, we repurposed our fabric scraps in several ways. We donated them to TAFEs and sewing schools for students to test machines on, or we gifted them to companies who used the scraps as filling for boxing bags.

However as time went on, our production grew... and so did our waste.

Because we refused to send our scraps to landfill, we could see the volume of leftover fabric pieces rise before our very eyes. The gravity of this was not lost on us, so we did something about it.

Partnering with Textile Recyclers Australia has allowed our 'trash' to become treasure again! All our offcuts are sent to their fabric recycling centre, where they are broken down and woven into new yarn to be repurposed into new fabrics and textiles. We've also extended this to our customers, inviting them to send back their (very old and very worn) dk active garments to be recycled. This makes our manufacturing process completely circular, which is something we're very proud of.



AUTHORISED TEXTILE SUPPLIER FOR GREEN CERAMICS  
TM. SUSTAINABLE CLOTHING & TEXTILE RECYCLER

\*Above image is from Textile Recyclers Australia Website. Watch below video:  
[texrecaus.com/about](https://www.texrecaus.com/about)

Our people





# Our team

dk active has always fiercely championed gender equality and worker's rights in the fashion industry.

Woman Founder & CEO

71% of management are women

88% of team are women

Staff are all paid above the Australian national award wages

Gym on site

Recieve 50% off staff discounts

Old ranges or pieces are gifted to our staff, their family, and friends

All staff are treated equally and become a part of the dk active team

Annual workplace health and safety training in our facility by external contractors to ensure our facility and staff are up to date with the best safety measures

*"It's refreshing to work for a team who care about the wellbeing of their employees. I feel understood as a woman, as a mother, and I feel like I am contributing to positive change in the world."*

– Chantelle Cathcart, Content Creator





# Diversity and inclusion

**Diversity and inclusion has always been one of dk active's core brand pillars.**

Inclusion is at the heart of who we are, and we have always believed in celebrating individuality, whether that's someone's lifestyle, size, race, religion or self-expression.

We employ a myriad of people from different cultures within our business and choose to work with a diverse range of models, ambassadors and third parties to support small business, minority groups and all genders.

Our stance on inclusion and diversity extends to our messaging and digital experience. All language on our website, social channels and marketing messaging is crafted to include and inspire every person, never to harm or exclude.



# Partnerships

**Our founder Danielle recognises the importance of leading the change in our industry, and it begins with the next generation of young designers.**

Over the years, Danielle has regularly been involved in Brisbane Fashion Month events, hosting tours on-site to showcase our operations and innovations to the wider fashion community as well as everyday people with a vested interest in ethical fashion.

She is also involved with TAFE's and design colleges, mentoring classes and offering internship opportunities to give real world and hands on learning experiences to students that will help shape their idea of what running a fashion brand or design company can look like in modern day Australia.

# Community

It's not enough for us to just do good for the people in our immediate circle, which is why our ongoing commitment to community outreach exists and shape shifts over the years to allow us to help those in need, wherever we can. We regularly donate to the below initiatives in order to create new opportunities for our community.

## Haus of Armour

We donate dk active clothing to Haus of Armour, a charity that offers a free personalised styling service for women impacted by Domestic Violence.

## Women's Legal Service Queensland Support 2022

We're proud to support the Women's Legal Service Queensland in their mission to provide free legal support to women escaping domestic violence. Our annual IWD event partners with local, women-led business to raise funds and awareness for the work of WLSQ.

## Fund raising

Our Break The Bias activation for IWD2022 utilised influencers to raise awareness for the WLSQ. For each person that participated, we donated a dollar value, which equated to dk active providing support for 30,000 women in circumstances of domestic violence.

## Fund raising

We consistently participate in fundraising initiatives both for local organisations and national organisations by donating raffle prizes.

## The 2022 Floods

With so many homes and lives devastated by the 2022 floods, we couldn't sit idly by. We supplied dk active garments to replace clothing for flood victims who had lost it all. We were also able to offer warehousing space to businesses who needed to relocate their salvaged stock.

## Social Licence

dk active are proud to regularly provide ongoing support to charities close to our hearts. We regularly donate to the below initiatives in order to create new opportunities for our community.

### Hear And Say

A leading provider of healthcare that are working to eradicate deafness in children both in Australia and worldwide

### Sailability

A NFP that enables up to 800 disabled people to participate in active sailing each week.

## Thread Together

Any samples that don't make the final cut, are donated to Thread Together, who connect with charities to supply clothing to those who need it.

Supply chain



# Supply chain traceability

All stages of the dk active supply chain are completely traceable. From raw materials/hardware suppliers (which all hold strict certifications) to our own facility in Brisbane, Australia for cut, make and trim.

There are no subcontractors to any of these businesses to ensure traceability is accounted for throughout every stage.

## Some of the certifications from factories and suppliers include but are not limited to:

Bluesign	Oekotex standard 100
ISO 14001	Australian Certified Organic
SA 8000	ISO9001 – Quality Management System (Aus)
ISO 9001	ISO14001 – Environmental Management System (Aus)
ISO 50001	ISO14001 – Environmental Management System (Aus)
ISO 45001	Fairtrade Certified – Organic Cotton
REPREVE U TRUST	REACH
GRS 4.0	GRS





# Some of dk active's fabric and factory certifications

### **STANDARD 100 by OEKO-TEX®**

One of the world's best-known labels for textiles tested for harmful substances. It stands for customer confidence and high product safety. All dk active's fabrics, trims, hardware, packaging are Oeko-Tex 100.

### **Bluesign**

This standard ensures that the production process, from raw materials to finished product, meets strict environmental and social criteria, providing a transparent and sustainable approach to textile manufacturing.

### **SA 8000**

Requires companies to establish and maintain a social accountability management system that ensures fair treatment of workers, including safe working conditions, fair wages, and no discrimination or child labor, demonstrating their commitment to ethical and socially responsible practices.

### **ISO 14001**

An internationally recognised standard for environmental management systems. It provides a framework for organisations to identify and control their environmental impact, reduce waste, and improve resource efficiency, demonstrating their commitment to sustainable practices.

### **ISO 9001**

Provides a framework for organisations to consistently meet customer requirements and enhance customer satisfaction through continuous improvement. It emphasises the importance of risk management and continuous monitoring of quality, demonstrating an organisation's commitment to providing high-quality products and services.



#### **ISO 50001**

Provides a framework for organisations to establish, implement, maintain, and continually improve energy performance and efficiency, while reducing energy costs and environmental impact. It emphasises the importance of monitoring energy usage, identifying opportunities for improvement, and implementing energy-saving measures, demonstrating commitment to sustainable practices and reducing its carbon footprint.

#### **ISO 45001**

Provides a framework for organisations to establish, implement, maintain, and continually improve a safe and healthy working environment for all employees, contractors, and visitors. It emphasises the importance of hazard identification, risk assessment, and effective controls, demonstrating a commitment to ensuring the safety and wellbeing of its workforce.

#### **REPREEVE U TRUST**

An assurance that products are made with recycled content using the Repeve fiber. It provides a comprehensive tracking and traceability system for the Repeve fiber, ensuring that the recycled materials used in production meet strict quality and environmental standards. The certification also verifies that the products are made in compliance with local and international laws and regulations, demonstrating a commitment to sustainability and ethical practices.

#### **GRS 4.0**

A globally recognised standard for recycled content in products. It verifies that a product contains a minimum of 50% recycled content, and that this content is responsibly sourced and produced in compliance with strict social and environmental criteria. It also ensures transparency throughout the supply chain, from raw materials to finished product, demonstrating a commitment to sustainability and ethical practices.

#### **Australian Certified Organic**

Certified organic textiles are produced without any harmful chemicals that not only damage the environment through waste and run off, but can also cause harm to those with sensitivities or allergies.

#### **ISO9001 – Quality Management System (Aus)**

This certification sets out criteria for quality management, meaning that organisations can ensure customers consistently receive quality products.

#### **ISO14001 – Environmental Management System (Aus)**

The ISO14001 certification gives organisations a systematic approach to measuring and reducing environmental impact.

#### **Fairtrade Certified – Organic Cotton**

A certification that ensures economic opportunities for the farmers who produce fabrics and other raw materials.

#### **Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH)**

This certification is a European Union regulation that aims to ensure the safe use of chemicals in products. It requires companies to identify and manage the risks associated with the use of chemicals, and to provide information on the safe handling and disposal of chemicals used in production. The certification also promotes the use of safer alternatives to hazardous chemicals, demonstrating a commitment to protecting human health and the environment.

#### **GRS**

This certification is a globally recognised standard for recycled content in products. It verifies that a product contains a minimum of 20% recycled content, and that this content is responsibly sourced and produced in compliance with strict social and environmental criteria. The certification also promotes transparency and traceability throughout the supply chain, from raw materials to finished product, demonstrating a commitment to sustainability and ethical practices.



## Supplier relationships

dk active holds a strict criterion through our Code of Conduct which covers all ILO principles throughout the different stages of production to final goods sold.

Executives from the dk active team meet with factories, have site visits and ensure that dk active's Statement of Expectations of each part of Production is met.

**Workplace health and safety initiatives are carried out in the factories ensuring workers have a safe workspace & environment**

**On site visits and face to face meetings with suppliers**

**Annually checking certifications**

**Ensuring staff at other stages of fabric and hardware production receive a living wage**

**Ensuring suppliers have continuous improvement in labour conditions alongside annually checking their certifications for this are up to date**

**Fairtrade Cottons (GOTS)**

**No forced and child Labour or discrimination in the workplace**

**Australian fabric production facility is Ethical Clothing Australia certified**

**World fair trade organisation (cottons etc)**

**Better Cotton Initiative**

**Common Objective member**





dk active