

# EDUCATION & CHILD CARE

## INDUSTRY GUIDE

Everything you need to make an informed decision in the uniform buying and branding process.



**EXPERTISE**

**KNOWLEDGE**

**EXPERIENCE**





## WHO WE ARE

# The Fully Promoted Promise

**Fully Promoted is the world's largest provider of branded apparel and promotional products.**

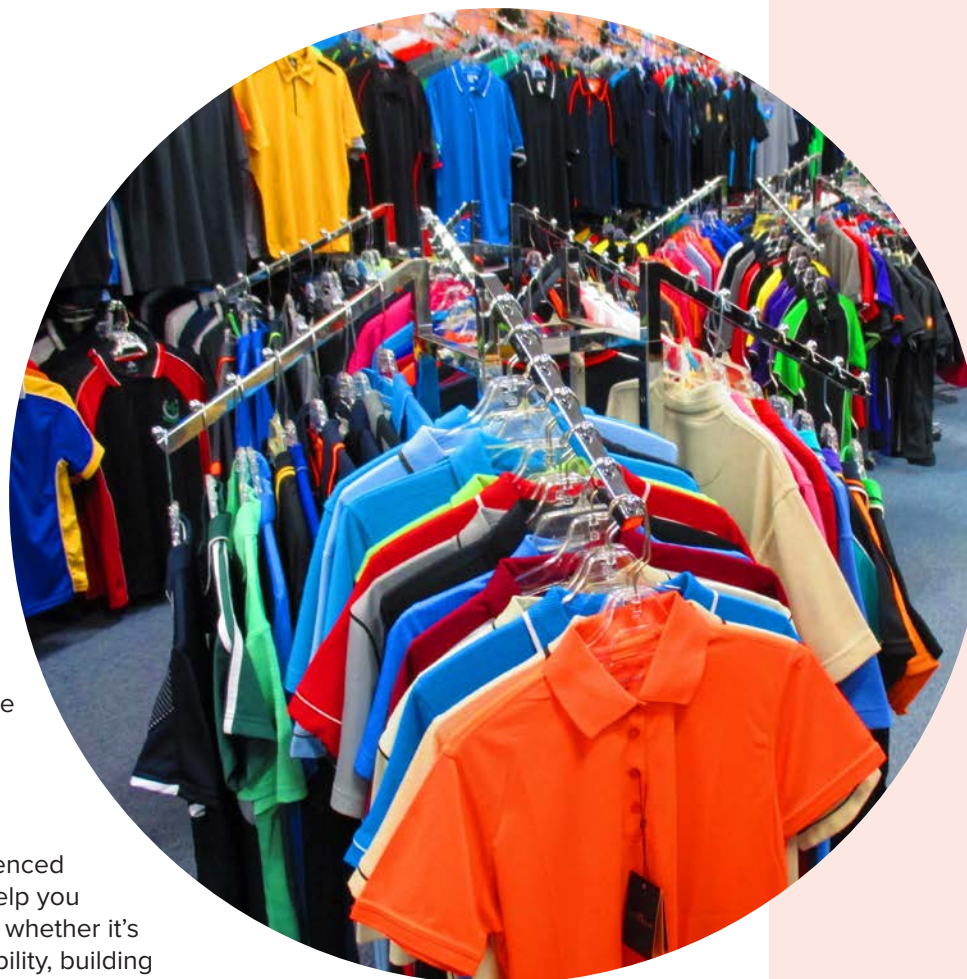
We are now over 50 strong across Australia, from Sydney to Perth, giving us huge national coverage.

At Fully Promoted, our mission is to empower businesses, organisations, and individuals to unlock their full potential through the art of uniforms and promotional marketing.

We are committed to helping our clients build strong and lasting connections with their audiences by providing high-quality branded apparel and custom promotional products.

With creativity, innovation, and a relentless dedication to excellence, we strive to be the premier partner for all your branding needs.

Our team of experienced professionals will help you achieve your goals, whether it's boosting brand visibility, building team morale, or creating memorable events.



## THE FULLY PROMOTED DIFFERENCE

# Why work with Fully Promoted?

### REAL SHOWROOMS

Fully Promoted is a convenient one-stop-shop for all your branding and uniform needs. Our showrooms provide a tactile and personalised experience to help you make an informed decision in what is often a stressful task. Our friendly staff can advise you on garment selection and branding options based on your specific industry and brand requirements.

### FULL SERVICE PARTNER

We're more than just a supplier, we're your branding partner. With over 20 years of experience and thousands of happy customers, we are perfectly placed to work with you to better understand your needs to create the perfect uniform solution. Our experienced team can guide you through all aspects of the process – from initial consultation all the way through to distribution and reordering.

### ON-SITE BRANDING

We offer extensive customisation options, allowing you to tailor products to your unique brand identity, including state of the art in-house embroidery machines and printers.

### SUPPLYING 100+ BRANDS

We have researched and sourced the most reputable and established local and international suppliers, so you can have full confidence that our uniforms are backed by the highest standards and quality at competitive prices.

### REORDERING MADE EASY!

Partner with us to make ordering your branded uniforms and merch simple with your own online ordering system custom built for your organisation, making ordering and stock management easy. And the best part is it's a FREE service we offer our clients!

### NATIONAL REACH

With over 50 stores Australia-wide, we can manage your uniforms nationwide through one single point of contact. Whatever the size of your team we can work with you to design, source, brand and distribute your uniform.





# HOW TO COORDINATE YOUR LOOK

## Cohesion, community and comfort

Uniforms in the education and child care industry need to promote a sense of familiarity, authority and calm for both children and parents. They help create a professional and cohesive environment, which can enhance focus and learning. Functionality and comfort are also a priority for active play and classroom activities. Adding unique, customisable elements like logos or artwork can also foster a sense of belonging and pride among students and staff.

Our guide will help you plan, brand and order your education uniform based on your industry.



[www.fullypromoted.com.au](http://www.fullypromoted.com.au)

### EVERY INDUSTRY ROLE COVERED

## 1. Identify departments and roles requiring a uniform

At Fully Promoted, we help organisations create a cohesive and professional image while ensuring that staff feel comfortable and confident in their attire. We have a comprehensive range of attire to meet brand requirements and the individual needs of each member of staff.

### INDUSTRY SECTORS

- Early Childhood Centres, Nurseries and Pre-Schools
- Primary and Secondary Schools
- Universities
- Vocational Education and Training
- Adult and Community Education
- Tutoring and Learning Centres
- Special Needs
- Educational Products
- Educational Support Services
- School Transportation Services
- Before and After School Programs
- Boarding Schools
- School Nursing and Health Care Services

### INDUSTRY ROLES

- Teachers, Lecturers and Tutors
- Teacher Aides and Assistants
- Training and Development Professionals
- Day Care, Before-School and After-School Care Workers
- Counsellors
- Managers
- Administrators
- Receptionists and Clerks
- Principals and Faculty Deans
- Sports Instructors and Coaches
- Nurses
- Youth and Social Workers
- Librarians
- Bookkeepers
- IT and Systems Technicians
- Human Resources
- Cooks and Kitchen Staff
- Bus Drivers
- Road Crossing Supervisors
- Cleaners
- Caretakers and Gardeners





## REQUIREMENTS

# 2. Pick styles and fabrics based on job roles and functions

### EARLY CHILDHOOD WORKERS

Uniforms need to allow workers to move freely and efficiently while carrying out their duties. Performance polos, denim shirts, leggings, cargo pants, skirts, and aprons are suitable choices for keeping up with kids on a day-to-day basis. Fun bright colours can also unite the team visually.

By focusing on comfort, functionality and professionalism, early learning workers can create a safe, positive and efficient environment for children.



### ACADEMIC STAFF

Unlike early childhood educators, teacher uniforms lean toward a professional, smart casual dress code, with some variations depending on the school and grade level. Polos, button up shirts, chino pants and skirts, dresses and knitwear are appropriate choices.



### PRINCIPALS & MANAGEMENT

Leadership roles should reflect professionalism and authority, and contribute to a positive and organised environment for students, parents and staff.

Timeless, formal attire is suitable, such as blazers, dress shirts, blouses, ties, skirts, and tailored dresses. Opt for high-quality fabrics like wool, cotton or blends that convey professionalism and comfort.

Colours can be neutral, like navy, white, grey, and black.



### SPORTS STAFF AND COACHES

PE staff uniforms need unrestricted movement indoors and outdoors while also projecting professionalism. Polos are versatile for their high performance and easy care fabrics and professional look. Add activewear such as seasonal jackets, track pants, leggings and shorts to complete the look.

### OTHER STUDENT-FACING ROLES

Dress code for roles like before and after care workers, volunteers, counsellors and social workers leans towards a more relaxed and approachable look, but still prioritises professionalism and comfort.

Polo shirts and T-shirts are a classic choice, especially for younger age groups and informal settings. Look for thick, high quality fabrics that drape well. Blouses and dress shirts can also add a touch of polish while still being comfortable.

Always consider the guidelines and culture of your workplace; some companies may have a more formal or casual dress code.



### ADMIN & OFFICE ROLES

Positions like receptionists, technicians, accountants, IT, HR, and more may not have a specific 'uniform', but presenting a polished and professional image is key. Polos, dress shirts, blouses, and chinos are classic options. Neutral and muted colours are popular, but pops of colour can add character.



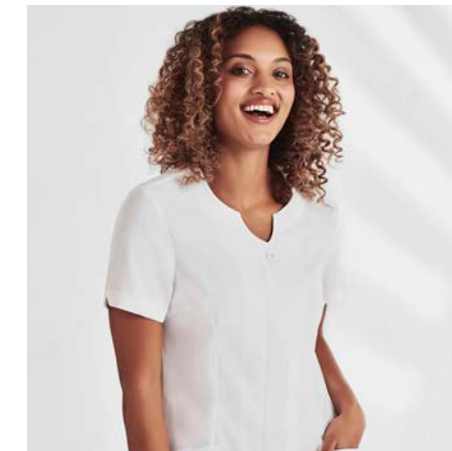
### KITCHEN STAFF

Kitchen staff uniforms prioritise safety, hygiene, and functionality in a fast-paced environment. They should be made from durable, breathable materials and withstand regular cleaning to ensure a high level of hygiene. Depending on the role, staff may wear chef jackets, head coverings, aprons, pants, and non-slip shoes.



### NURSES & CLEANERS

These roles require uniforms that prioritise safety and hygiene, but also comfort, ease of movement and breathability, as tasks can be physically demanding. Fabrics are chosen for their durability to withstand regular washing. Scrubs, tunics and long pants are common choices. Additional PPE and closed-toe shoes may also be necessary.



### MAINTENANCE AND TRANSPORT

These roles require uniforms that are easily identifiable to ensure the safety of all students, visitors and staff, on and offsite. For a cohesive and professional image, these uniforms should be branded. Check the security protocols at your workplace first, and ensure you meet regulatory requirements.

**The most important thing is that your team's uniforms are comfortable, distinctive, and consistent with brand guidelines.**



### 3. Define your branding and choose an appropriate customisation for each uniform

#### Understanding your brand identity will guide your uniform choices.

Your uniform is a visual representation of your brand. It should align with your brand's colours, logo, and overall aesthetic to maintain consistency. A cohesive uniform reinforces a consistent, professional, and recognisable brand image.

Are you aiming for a casual, friendly atmosphere, or a more formal, clinical look? At Fully Promoted, we offer a wide range of customisation methods to apply to your brand and uniform.

#### EMBROIDERY

For the most professional and durable look, embroidery still reigns supreme. It's never out of style, and it's what we do best.

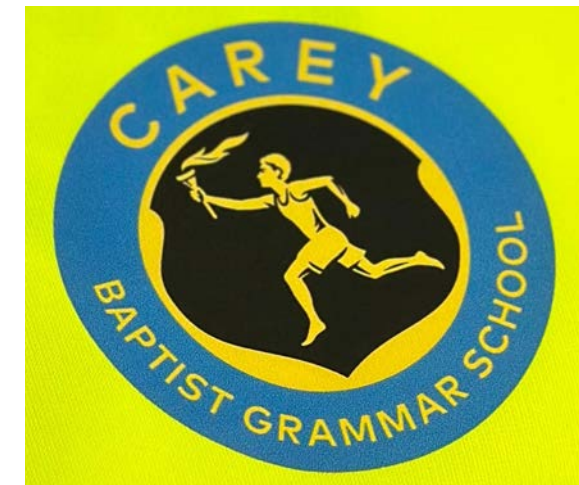
We use state-of-the-art embroidery equipment to produce greater precision and faster turnarounds. Our machines can handle complex designs, work with a wide range of thread colours for better colour matching, and offer a broad scope of customisation on various types of apparel and promotional products.



#### DIRECT TO FILM HEAT TRANSFER

DTF is a revolutionary heat transfer printing method that offers a vibrant and super high-definition solution for branding t-shirts. It blends the best of vinyl heat transfer with screen printing.

- Unlimited, vibrant colours. Fine details are preserved.
- Environmentally friendly – uses water based inks, no PVC.
- High stretchability and long lasting.
- Faster turnarounds.



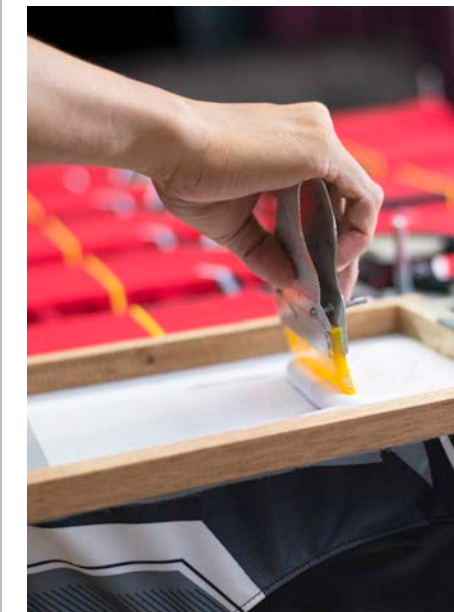
#### VINYL HEAT TRANSFER

Vinyl heat transfer printing involves cutting a design from coloured vinyl and using a heat press to transfer it onto fabric. This process delivers a clean and lasting look with vibrant colours, making it ideal for smaller quantities and designs that require sharp details.

- Perfect for low quantity runs.
- Popular choice for team and sports uniforms – easy to customise numbers and names.
- Works on all coloured fabrics and can even be used on hats/caps.

#### SCREEN PRINTING

Screen printing has long been a reliable and versatile branding method, despite newer and faster technologies now available. The process involves using stencils and multiple layers of ink to create detailed and long-lasting designs.



- Perfect for limited colour designs and well defined graphic elements.
- Thick ink creates excellent colour saturation and vibrancy, especially on dark fabrics.
- Cost effective for high volume orders.
- High versatility and durability.



#### DYE SUBLIMATION

Dye sublimation uses heat to transfer dyes onto polyester fabric. The dyes turn into a gas, permeate the fabric, and solidify, creating vibrant, long-lasting prints with excellent colour accuracy and a smooth finish.

- Allows a full coverage of colours, gradients, and photographic images.
- Durable and resistant to fading, cracking, or peeling.
- Well-suited for intricate and complex designs.
- Suitable for small batches.



# Creating a uniform for Happy Hoppers Early Learning



Happy Hoppers Early Learning Centre is a vibrant and nurturing centre catering to children aged 0-5 years. With a growing team and a desire to project a more professional yet approachable image, Happy Hoppers decided to refresh their staff uniforms.

The challenge was to create a new uniform designed for the active nature of childcare work while also reflecting the brand's core values of playfulness, cohesion, warmth and professionalism.

**We took notes from the brand's green and purple palette to create a versatile and professional uniform range that each team member can adapt to their preferences and needs.**



The Bells cotton bucket is lightweight and airy. Perfect for sun protection. A handy hat for kids and adults alike.



We picked the easy and versatile Crew Polo as an everyday essential shirt.



We love the Venture Pant for its 4-way stretch, making it super functional and wrinkle-resistant. Perfect for all-day comfort and freedom of movement.



The JB's Apron with Pocket helps staff protect their clothes during messy activities.



For extra visibility and security for staff members, a hi vis vest was branded.



An additional dress shirt, softshell jacket and knitwear options give extra flexibility for staff to adapt their uniform for a formal or casual context throughout the seasons.

This case study is purely fictional and created solely for illustrative purposes in this guide. It serves to show the potential of uniform branding and its impact. Any resemblance to real persons, companies, or events is purely coincidental.

# Planning your next event?

Don't miss out on the chance to leave a lasting impression. Transform your event presence or mark a special occasion with custom-branded promotional gear and corporate gifts.

**From school leaver apparel to fundraiser merchandise – trust Fully Promoted to help you make it happen!**





# OUR PRODUCT RANGES

At Fully Promoted, our goal is to empower professionals in all industries to express their individuality, while maintaining a polished and cohesive look, that aligns with the unique demands of their work environments. We offer a diverse array of styles, colours, and sizes.







*Fleece & Hoodies*



*Aprons*



*Knitwear*

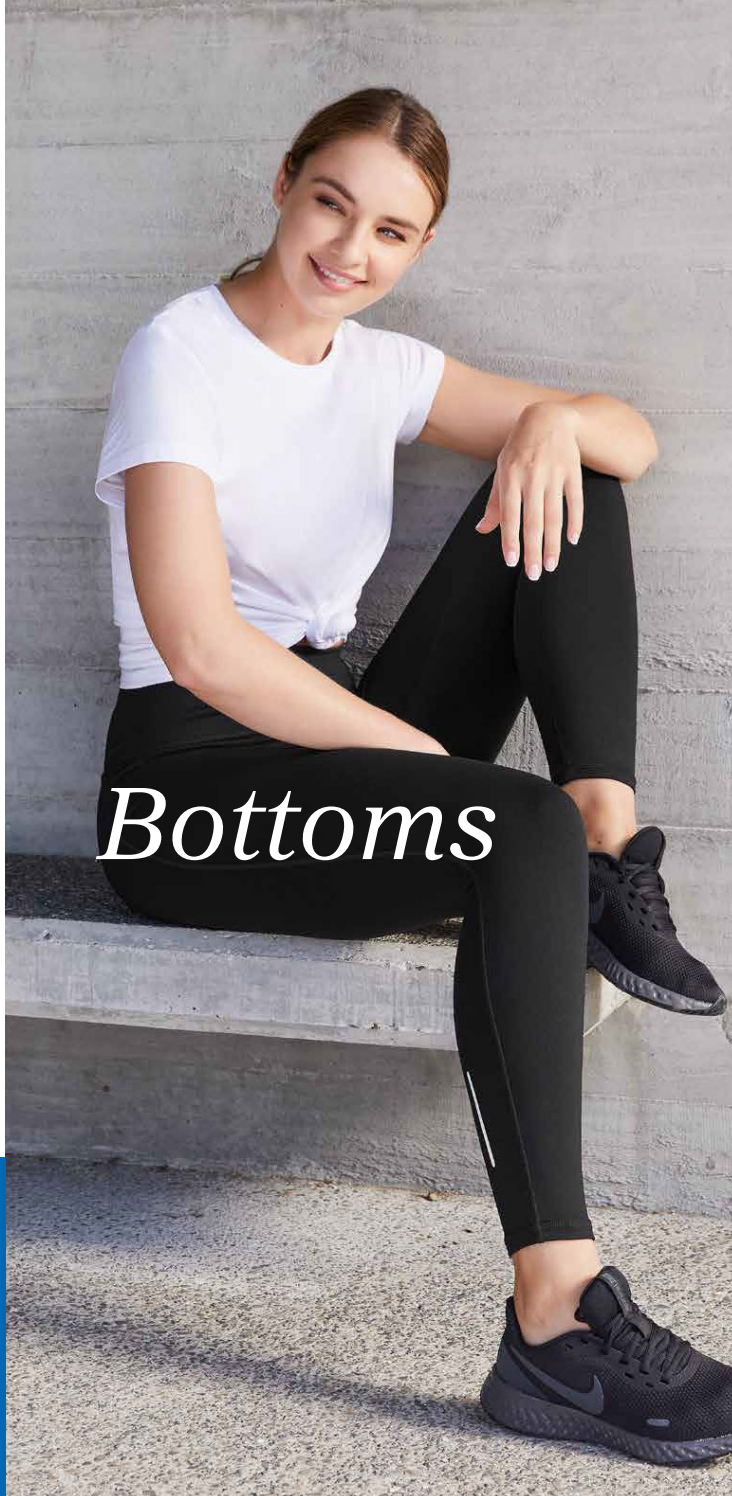


*Jackets*



*Safetywear*





For more school and team uniform ideas check out our **Sports Teams & Clubs Industry Guide!** Visit our website to download it now.

## Our Key Education & Child Care Suppliers

Fully Promoted's commitment to collaborating with trusted suppliers underscores our dedication to delivering quality to our customers. By partnering with reputable suppliers, we ensure that the uniforms we offer meet the highest standards of durability, comfort, and style.



For a comprehensive list of suppliers please refer to our website: [www.fullypromoted.com.au](http://www.fullypromoted.com.au). Your local showroom's preferred suppliers may vary.



### GO BEYOND YOUR LOGO

## You've ordered your uniform, but have you also considered promotional products?

Having a strong and recognisable brand is essential to building trust with clients and staff, and creating a positive reputation in your community. Promotional products can be a valuable supplement to uniforms for several reasons:

- Promote brand visibility and marketing
- Create brand loyalty and memorability
- Build customer/client and community relationships through events, gifts, giveaways, and sponsorships
- Present a professional and organised impression
- Boost staff and team morale
- Create an additional source of income



When selecting promotional products for education and child care, it's important to choose items that align with your brand or message and are relevant to your target audience.

**At Fully Promoted, we provide an extensive range of promotional products and corporate gifts with a complete suite of in-house branding solutions to complement them. Talk to your local Fully Promoted consultants to discuss your promotional needs and options.**





SMART, EASY ORDER FULFILLMENT

# Your Brand's Own Uniform & Merch Store

Partner with us to make ordering your uniforms and merch simple with your own ordering portal customised to your needs. We build and manage all the behind-the-scenes tech, you use it to track, manage, and modify orders as you need them.

*Our custom stores are FREE to set up! It's all part of our dedicated service.*

1

We build and host your online store. We give you a custom URL to share with your team or customers.

2

Once an order is placed, we take care of every aspect of the process – from artwork and production to packing and delivery.

3

You can conveniently order items online anytime, anywhere. There's no need to carry stock, and you have the flexibility to add products whenever you need to.

“

Fully Promoted has transformed our uniform management – they handle it all and make it so easy for us to reorder shirts. Highly recommend to anyone seeking a reliable ongoing uniform provider.

—DARRYL MILTON

The proof is in the praise – see why our customers love working with Fully Promoted!

“

What a great experience dealing with the team at Fully Promoted. They really know their products and what would work best for my company. I was always sent updates on my order from start to finish and very happy with the end products. I will definitely be a returning customer!

—TONY P.

“

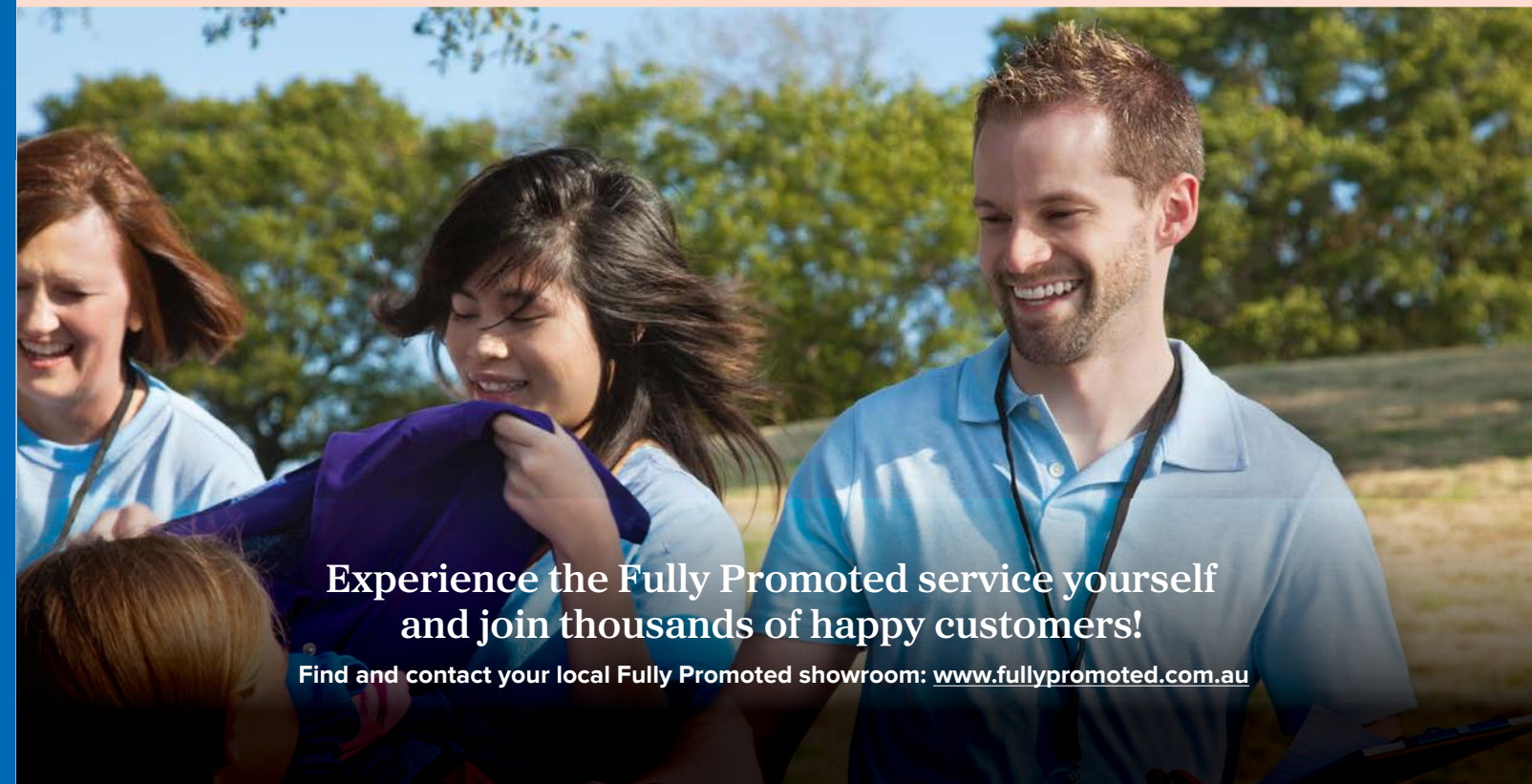
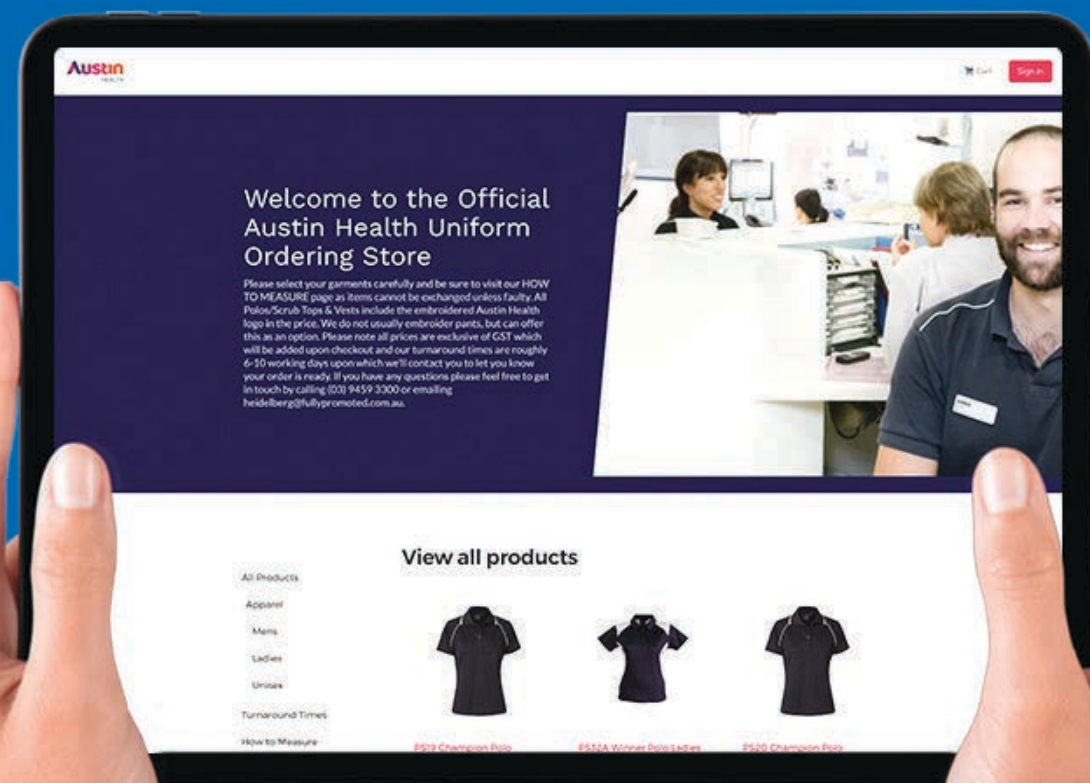
Fantastic customer service, products, service and turnaround time. There is no job too big or too small - the team are only too happy to help. We had embroidery done on shirts for some international delegates and they were very impressed with the quality. I won't go anywhere else!

—NATALIE S.

“

Thanks to Fully Promoted, our team always has good quality work wear that is super competitive on price. What sets Fully Promoted apart from their competitors is their approach to customer service – they know how to look after their clients. Thanks Fully Promoted!

—LEAH S.



Experience the Fully Promoted service yourself and join thousands of happy customers!

Find and contact your local Fully Promoted showroom: [www.fullypromoted.com.au](http://www.fullypromoted.com.au)





# YOUR LOCAL BRANDING PARTNER.

Your journey to a professionally branded team look starts here:

- REAL SHOWROOMS
- UNIFORM STYLING
- UNIFORM RANGE DEVELOPMENT
- EMBROIDERY & BRANDING
- CUSTOM ORDERING PORTAL
- ONGOING UNIFORM MANAGEMENT

## LEARN MORE ONLINE

Visit our website to see our latest work and products, and sign up to our monthly newsletter: [www.fullypromoted.com.au](http://www.fullypromoted.com.au)