

Our Ethical Framework

We exist to make a Positive Difference in people's lives.

OUR PURPOSE

Ever Better · Personal Leadership · People First · Keeping It Real · Fun · Integrity

OUR VALUES

What we believe

- 'Doing Good' (The Good) in society is as much a measure of our long term success as our commercial outcomes
- Robust discussion, authentic relationships and critical thinking drives ever-better results
- Our culture empowers our people to exercise good judgement and encourages freedom within the framework
- Respecting all cultures and diversity within them is important to our success
- If we develop our people, we'll grow our business

Our governing principles

- We operate within the global laws, regulations, agreements, commitments and codes that bind us
- We are responsible for protecting the wellbeing and safety of our people, customers and communities
- We have a responsibility to participate in stopping the exploitation and sexualization of people
- We actively promote fairness, inclusivity, diversity and equality
- We pursue real solutions that protect human rights across the supply chain
- We act as a force for change in the industry on ethics and social responsibility
- We have a duty to improve sustainability and minimise ecological harm

COTTON ON