



Individual Milestone - Preliminary Report

Global Business Environments (University of New South Wales)

Preliminary Report

Facts regarding <Kathmandu> and <Beyond Blue>

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Purpose and scope

This report aims to investigate the relationship between Kathmandu Corporation and its community stakeholder Beyond Blue organisation. Firstly, the report briefly describes the corporation and the 'Beyond Blue' organisation. Then it discussed the interconnection between the company and 'Beyond Blue'. Lastly, the report conducts a value chain analysis of how the primary and secondary activity advancement affects 'Beyond Blue'.

Facts & Findings

Kathmandu Holdings Limited is a global outdoor, lifestyle, and sports company, consisting of three iconic brands: Kathmandu, Obōz, and Rip Curl. Kathmandu Holdings Limited. (Kathmandu AU, 2022) The Corporation was established in 1987 in New Zealand and specialises in high-quality travel and adventure clothing and equipment. Obōz, which joined the company in 2018, creates 'outdoor footwear to assist individuals in exploring the outdoors. Rip Curl was acquired by the company in 2019, it is a famous global surf brand. The company's mission is to raise general well-being by encouraging people to explore and love outdoor activities. (Kathmandu AU, 2022)

'Beyond blue' is the Australian community partner Kathmandu Holding Limited is currently having a partnership with. They are Australia's most well-known and visited mental health organization, dedicated to assisting those afflicted by anxiety, despair, and suicide (Beyond Blue,2022). The organization provides a secure and dependable site for millions of individuals to get information, guidance, and support. Beyond Blue supports excellent mental health across a range of demographic groups and areas where people live, study, work, and play by forming strong relationships with governments, non-government organizations, corporations, and the community. (Beyond Blue,2022)

Kathmandu is working with Beyond Blue to urge more Australians to attend outdoor activities aiming in improving their physical and mental health. They formed a partnership in the #teambeyondblue challenge events – a series of fundraising walks, hikes and fun run. The research conducted by Kathmandu indicates people are 50% more likely to report a high level of satisfaction, happiness, creativity, and optimism if they spend more than 2 hours in nature in the previous week.

(Kathmandu Holdings Limited, 2021). By co-operating with Beyond blue, the company can gain a favorable public image and improve its reputation. This is due to the company giving a free opportunity for individuals to participate in outdoor activities, which aims to raise awareness of the importance of the relationship between physical and mental well-being.

The donation of Kathmandu will go to the 'Beyond Blue' Support Services, which is staffed by mental health specialists who are available to give free, rapid, and confidential counseling, advice, and referrals through the internet or over the phone. This approaches not only provides monetary value to the business but also provides social value to the whole community. If 'Beyond Blue' has sufficient funds, individuals who are suffering from mental illness can gain immediate support and professional advice which is beneficial for the whole society.

The marketing and sales activities could add social value to Beyond Blue, especially for those people who have mental health issues. For instance, the campaign #teambeyondblue challenge events sponsored by Kathmandu are also successful advertising and promotion. This not only gives the brand a good appearance among those potential customers by showing their fulfillment of CSR but also shows the company's caring towards individuals who are having mental issues. When people who have mental illness see those images posted on social media, they are likely to seek assistance offered by Beyond Blue. Therefore, social value is being created by improving the community's wellbeing.

The secondary activity that could be utilised is human resource management. The employees of the company are also a part of the community facing mental problems due to various reasons. By co-operating with Beyond Blue, the employees will receive professional assistance from mental health specialists. By communicating with those experts, the employees could reduce their stress by telling someone they trust. The company could identify the cause of the depression and adjust by reducing workload and encouraging work-life balance. This approach has motivated the

employees by establishing a positive workplace culture and maximising overall employee performance.

Summary

The report found Kathmandu Pty Ltd creates value for the whole society by sponsoring and donating to 'Beyond Blue'. The partnership between the two organisations forms a win-win agreement, Kathmandu could be promoting their product through the event and Beyond Blue could be sufficient funds to hold the event and help those clients having mental problems.

Reference list

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