

Eyes, Hands, Mental Health:

Safety Mate

Products Protects All Three

Tags: Signature cause product, B2B, Mining



Black Dog
Institute

SafetyMate



Partner Overview

Safety Mate is a supplier of safety gloves and eyewear to a range of industries.

Safety Mate's goals for partnering with **Black Dog Institute** are to:

1. Help **Black Dog Institute** grow and thrive, particularly in industries and communities where mental health is not always openly discussed or acknowledged.
2. Position **Safety Mate** as a market leader and innovator by putting mental health awareness at the very heart of its business mission.



"The team at Black Dog Institute is proactive, transparent, and deeply focused on this being a partnership that benefits everyone involved. I couldn't speak more highly of them."

Clint Tee, Managing Director, Safety Mate



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Background

Clint Tee, Managing Director at **Safety Mate**, always knew that mental health was a critical issue in the industries his business served.

“We supply industrial safety gloves, primarily into the mining sector, and mining is heavily impacted with mental health challenges,” said Clint.

Clint knew he wanted to do something to help, but he was unsure what to do or with which organisation to work.

As a supplier of safety products, Clint reasoned that introducing a signature product to benefit a cause made the most sense. But that still left the question of which mental health organisation his company would work with.

Surprisingly, a cup of coffee at his local coffee shop gave him the answer.

“I was sitting drinking my coffee and saw the Black Dog logo,” Clint said. “I liked it. But I had no idea what it meant.”

His curiosity sparked, Clint researched the logo and discovered **Black Dog Institute**.

“Amazingly, that’s how the partnership was born,” he said.



Strategic Approach

Safety Mate and **Black Dog Institute's** partnership includes two signature cause products that benefit the charity.

1. For every pair of *Black Dog Stream EVO Safety Glasses* sold, **Safety Mate** donates fifty cents to **Black Dog Institute**.
2. For every pair of *Black Dog Cut D Gloves* sold, **Safety Mate** donates one dollar to **Black Dog Institute**.



"When we reach out to prospects, it's not just about our products. We're sharing the story of our partnership with Black Dog Institute and discussing how they are addressing mental health in their own companies. It's a totally different approach from your typical sales call, and it's been quite effective."

Clint Tee, Managing Director, Safety Mate



Results

Since these signature cause products launched in 2021, **Safety Mate** has raised substantial funds to support **Black Dog Institute's** mission.

The benefits of the partnership have been equally valuable to **Safety Mate**.

"Our partnership with Black Dog Institute helps differentiate us from our competitors," Clint said.
"When it comes to our actual products, they don't differ much from what our rivals sell."

"But the story of our work with Black Dog Institute and our mutual efforts to address mental health is a great conversation starter with prospects. It's relatable and humanising."

The partnership also sends a powerful message to **Safety Mate** employees that the company cares about mental health issues and can help them take action.



Results

Black Dog Institute has arranged “lived experience” presentations for Safety Mate where speakers share their own mental health stories to help educate others about mental health and illness and to break down the stigma associated with it.

It's so much more relatable hearing from a real person as opposed to seeing just the stats and numbers,” Clint said. “It’s pretty intense hearing from these speakers. But the bottom line is it comes around to the happiness story at the end of how they overcame it, and live and work through it that may help someone else.”

The lessons learned and resources shared from Black Dog Institute don’t end at the corporate offices of Safety Mate. The company makes a point to share them with their business customers.

“When a customer buys branded products, Black Dog Institute helps us to acknowledge their support and to share resources with their employees,” Clint said. “In turn, they share it with their networks and so on. It’s a virtuous circle that keeps giving.”

“Thanks to our partnership with Black Dog Institute, we’ve become a leader in mental health awareness among our customers and in our industry,” he added.



Partner Insights

For companies considering a non-profit partnership, **Safety Mate** offered this advice:

1. **Don't let being a B2B limit you.** "A lot of people think that only B2C companies can do effective cause campaigns, but B2B companies are just as capable," Clint said. "If you're a B2B company, first, think creatively about what your offering might be, and, second, try to choose a partner that has experience and success working with the sector."
2. **Consider developing a signature cause product.** "When you undertake making a product to benefit a cause, that's a major commitment that gets everyone's attention," Clint said. "If **Safety Mate** had decided to just use an existing product, in my opinion, everything would have been diluted: the message, the meaning, and the effort to support it."
3. **Raising money is important, but so is awareness.** "**Safety Mate** is proud of the fact that in addition to raising money for **Black Dog Institute**, we've increased awareness and support for mental health issues among the businesses we serve," Clint said. "I feel like we talk almost as much about the importance of mental health as we talk about our products, and that's a good thing."



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Want to learn more about how to partner with us? Contact us today on corporatepartners@blackdog.org.au

To find out more about Black Dog Institute or any of our programs, please visit blackdoginstitute.org.au

To find out more about Safety Mate, please visit safetymate.com.au



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