

PURPOSE

Why:

Empirical evidence undertaken by Bond University's Tactical Response Unit show a disproportionate rate of injury for defence personnel due to substandard footwear solutions. Women, for example, do not have female specific footwear as a general issue boot.

What Result:

A built from the ground up approach for Australian Made combat boot footwear, with tailored solutions for men and women, that reduces rate of injury and increase the rate of performance.

Company Background:

To be the ultimate in comfortable, quality, signature styled workforce footwear; enhancing the lives and wellbeing of our customers and the community we serve.

Since 1995, Steel Blue is Australia's leading manufacturer of premium work boots. Every pair of our men's and women's boots includes a 30-Day 100% Comfort Guarantee.

We continually innovate to ensure our footwear products meet strict comfort, performance, and safety requirements, including:

- + Trisole® Comfort technology specially designed to cushion, cradle, and support the entire foot.
- + Steel and composite toe caps, with soft toe options available.
- + Zip, lace-up and pull-on options to ensure fit-for-purpose.
- + Vibram outsoles on Combat footwear.
- + Female specific footwear options.
- + Australian exclusive: Fresche Quatlock™ hygiene treatment applied to all boots.
- + The only work boots endorsed by the Australian Physiotherapy Association.

DESIRED RESULT

What makes the project a success:

- + Lower rate of injury
- + Improved morale and performance of soldiers
- + Equity among product choice for both men and women

Capabilities:

Through an investigative research report collaboration with Bond University Tactical Response Division, Steel Blue has identified a causal relationship between poorly flexing, not fit-for-purpose, combat footwear and higher-rate of injury amongst soldiers. From this research, which is the most comprehensive of its kind undertaken in Australia, Steel Blue is developing an Australian made combat boot that addresses these issues, in consultation with the Australian Defence Force (ADF), to produce an enhanced Australian made combat boot footwear offering for both men and women.

These Australian made combat boots are made at our manufacturing facilities in Malaga, Western Australia. Our co-exhibiting with Defence West is the perfect partnership and alignment to again help showcase Western Australian manufacturing.

CUSTOMERS

Who is the project for:

Soldiers that require general issue and in the field combat boots

Who will benefit:

Male and female soldiers and recruits looking to join the ADF

Who will it involve:

Diggerworks, Bond University, and ADF soldiers

MEASURES OF SUCCESS

When are we finished:

- + Successful boot wear trial program that shows superior outcomes in performance and injury prevention metrics
- + Scalable Australian made production solution that can accommodate ADF orders

What can be measured:

- + Number of wear trial participants
- + Product failure/s
- + Segmented outcomes for male and female
- + Feedback for product improvement