



Dear valued customers,

This is our annual newsletter where we share with you how the business has been doing and what our expectations and innovations are for the year ahead. Please have a read, hopefully you will find the content interesting and informative.

We thank you for your loyal custom during 2022 and look forward to being of service in 2023.

There were a number of challenges we faced, particularly maintaining and increasing a functional crew of ironers to keep up with the bookings. Thankfully, we have dedicated a lot of energy into developing training systems over the years so we could quickly introduce the skills required to deliver the quality of ironing our customers expect.

Most applicants are astonished as to what it takes to be a good ironer. Our responsibility is to make it work for them, particularly our independent Evergreen Ironing ironers for whom it also needs to work financially.

Despite the lack of ready ironers in the workforce, we have been able to increase our OSCA and Evergreen Ironing crews and are looking good heading into 2023.

Economically, we expect 2023 to be a difficult year, but we are confident we can meet the challenges ahead.

As we wind down our operations and look forward to a break over the Christmas and New Year period, we want to wish you all a Happy Christmas and hope the year ahead is filled with joy and happiness.

Luke, Eve, Osca and the EVERGREEN IRONING teams all wish you a happy holiday.

This newsletter is printed by OSCA for OSCA and EVERGREEN ironing customers and are about both services.

**PICK UP AND DELIVERY DATES FOR DECEMBER 2022 AND JANUARY 2023**

Traditionally, EVERGREEN IRONING ironers put their irons down and take a well deserved annual break at this time of the year to spend time with families and have a bit of a break. EVERGREEN IRONING service will therefore be closed for four weeks over the Christmas and early January (grey dates).

The last EVERGREEN pickup for 2022 is on Wednesday 21<sup>st</sup> of December. The last EVERGREEN ironing delivery for the year falls on Friday the 23<sup>rd</sup> of December.

If you don't have a regular booking, please plan ahead, the last couple of weeks of December are usually more than busy and we may not have the means to take on casual bookings.

EVERGREEN IRONING will resume pick-ups on Monday 23<sup>rd</sup> of January 2023.

<b>DECEMBER</b>							<b>JANUARY</b>						
PICK-UP OR DELIVERY							PICK-UP OR DELIVERY						
DELIVERY ONLY							DELIVERY ONLY						
PUBLIC HOLIDAY							PUBLIC HOLIDAY						
NO PICK-UP OR DELIVERY							NO PICK-UP OR DELIVERY						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30	31					

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## 2023 EVERGREEN CALENDAR EXPLAINED

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The 2023 wall calendar included with your newsletter shows the days EVERGREEN IRONING ironers are available for bookings, to make it easier for you to plan ahead.

**SAMPLE MONTHLY CALENDAR**

**EVERGREEN IRONING**  
MEMBER OF OSCA

**JANUARY**

PICK-UP OR DELIVERY    DELIVERY ONLY    PUBLIC HOLIDAY    NO PICK-UP OR DELIVERY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- BLACK DATES**      EVERGREEN IRONING is open for bookings.
- GREY DATES**      EVERGREEN IRONING not taking bookings.
- ORANGE DATES**    Public holidays (EVERGREEN IRONING is closed).
- GREEN DATES**     Deliveries only.

The 2023 Grand Final public holiday had not been announced as yet. We will let you know closer to the date.

We will still be sending advice notes prior to upcoming public holidays or events to keep you informed about booking options and pick-up and delivery times.

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## OSCA CUSTOMERS - RECOMMENDATIONS

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If you try to reach out to OSCA by phone, you will find our message bank says “We are Booked out”. This is because the OSCA workshop can barely keep up with the demand.

We maintain some extra capacity to deal with fluctuating basket sizes because our priority has always been to look after our existing customers and to make sure we never have to compromise on the quality of ironing even if we are suddenly swamped with extra work.

This extra capacity also extends to customer recommendations because part of looking after you is to say “YES” when you go that extra step and recommend a friend.

You can be assured when you do, we have the means to give them the same quality of ironing and service you receive from us.

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## THE ROBOTS ARE COMING

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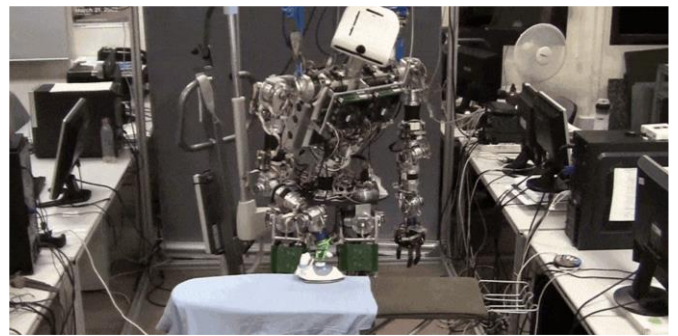
Ironing will probably be the last skill robots will be able to learn.

The amount of data and variants needed to be processed is daunting.

Even if clothes have a chip attached which has the information about the garment, the cut, style, material, weave, type of fabric, every time the garment is worn, washed and dried, the variants continue to change.

TEO in development since 2012 can't tell the difference between a seam, a crease or a zipper.

Someone has to put the shirt on the ironing board, it takes 6 computers to run it and hours to get around one shirt. The team of developers have great hopes to see one of these robots in every house - eventually.



The technical term for this next robot, capable of folding towels and t shirts is Bi Manual Manipulation Network (BiMaMa-Net).

At 6 garments an hour, don't expect BiMaMa to take over your laundry yet.



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## OSCA AND EVERGREEN IRONING IRONING ANGELS

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Here I should tell you about how hard it is to find new ironers and how the pandemic has decimated the casual workforce and how the business is yet to recover to pre pandemic levels ... but you've probably heard that from everyone else. So instead, I would like to tell you about the people who are the OSCA and Evergreen Ironing team.

Recently we invited both teams to come together and get to know each other. A pool of talent to be shared.



**Some healthy nibbles to help the conversation.**



**Almost everyone made it to a recent get-together.**

**PASCHALIA joined the EVERGREEN team about a year ago.** Paschalia runs a music instrument business with her husband, looks after two teenage sons and has been studying to be a trainer in aged care. In her 'spare' time, Paschalia is also an excellent ironer.

**YUN joined the OSCA team at the beginning of this year.** With no previous ironing experience, Yun has been a stellar full time student to Eve, who is teaching her 'The Art of Ironing'. Yun is a dedicated wife and a mum to two daughters. Loves music, fabric and being a Sunday School teacher at her church. Yun wants to become an OSCA trainer and workshop manager.

**EVE of course is the One and Only 'Eve'.** Founder of the business, it is Eve who has been developing and teaching the OSCA ironing techniques. She has taught 'The Art of Ironing' to every single ironer who has ever worked for OSCA and now EVERGREEN ironing as well. The very same ironers who have looked after you for the many years you have been using our service. That would be 36 years and counting.



**TENDAYI is part of our EVERGREEN team. She studies accounting full time.**

Tendayi is a single mum, studying accounting. Her two children are about to start high school. In her 'spare time', she loves to iron for EVERGREEN Ironing.

**SANDRA has been part of the OSCA team 'on and off' since 2018 and recently took on a more of a permanent role.**

Sandy is dedicated to her children's young families, helping out where she can, while looking after her aged parents. Sandy's 'forte' is the perfectly ironed shirt and she dedicates herself to the most demanding shirts a couple of days a week. Sandy's other role at OSCA is to assist Luke in the running of the office, as well as to be Osca's right hand in getting some of our projects to see the light of day.

**SOFIE has been part of the OSCA team for 4 years.** Her specialties encompass a great sense of humor, Nevenka dresses, ladies' garments, linen and limitless dedication. Sofie loves ironing. It shows. First time grandma, this year Sofie is looking forward to visiting her home country for a holiday in the later part of 2023.

**VICKI is part of the EVERGREEN team** and has been with the business since we've taken over the reins from the previous owner. Vicki loves ironing, works from home and also looks after some OSCA customers.

**LINDA has joined the EVERGREEN team** a couple of years ago. She is a single mum with a fulltime hospitality job and two grown up children. Linda loves ironing.

**SARAH has joined the EVERGREEN Ironing team** recently and is currently training.

**LUKE** is Eve's and Osca's son and runs the business now. Occasional ironer, he handles the admin, bookkeeping, morning and evening runs, recruitment, customer communications, web page development, you name it, it has his fingerprints all over it. He is our HERO.

**Osca**, the other founder is the creative guru and handles marketing, graphics, product development and is the creator of online content. Occasional ironer, driver, repair crew, equipment maintenance, official 'fill-in guy'.

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## INSTAGRAM

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**Driving around Melbourne** on the pickup and delivery runs, I've noticed over the years that slowly, one by one, Melbourne's chimneys are disappearing, whenever an older house is demolished for a new one.

To keep our air clean, wood fired anything is now actively discouraged. Be it a BBQ or a fireplace to keep the house warm. There are now entire suburbs devoid of chimneys altogether.

It is a shame to see them go. If you look around, almost every house chimney is unique in construction and character. All that skill and craftsmanship gone forever.

Log into Instagram and search for Evergreen Ironing. You never know, your chimney may feature.



Why chimneys?. What does that have to do with ironing? It has been a passion for years and the photos are from the pickup and delivery run - Related 😊

Scroll down to enjoy the beauty of Antique irons. From plain and functional to ornate, intriguing designs, just a marvel of human ingenuity reaching back through our history.



As you would have guessed from the chimneys, I love Melbourne and the ironing pickup and delivery run is a perfect excuse to drive around and admire my favourite city. The architecture in particular, be it colonial, art deco, or gleaming modern functionalism.



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## NEW EQUIPMENT FOR THE OSCA WORKSHOP

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Fashion changes all the time and the humble flat iron is not always the ideal piece of equipment to tackle puffed sleeves and round shapes.

Recently, we have been successfully testing and integrating a hand held clothes steamer into the OSCA workshop to give our ironers an extra tool to make your clothes come out even better than you are accustomed to.



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## CIRCULAR COTTON QUEENSLAND CLIMATE ACTION

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Every year, approximately 500,000 tonnes of textiles end up in Australia's landfill.



The Circular Cotton project in Goondiwindi offers an alternative for end-of-life cotton garments.

In a local farm trial, 3000 end-of-life cotton garments were shredded and buried into the soil. The trial was expected to improve soil health and increase carbon sequestration, saving 2,250kg of carbon.

Closing the loop on waste cotton garments would create significant positive social and environmental outcomes and support a more circular clothing industry.

The twelve month trial has now been completed and the results are very promising.

No harm was done to soil health or cotton yields. No negative impact on cotton planting, emergence, growth or the harvest.

This is an exciting step towards reducing textile waste on the Australian shores.

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## HOW TO BUY AN ETHICALLY MADE T SHIRT

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Every material has an environmental cost, but generally speaking, a T-shirt made from 100% natural fibres will have a lower environmental impact in the long term.

Synthetic fabrics have to account for the “environmental destruction of extracting the oil from which they are derived”. They also shed microfibres when they are laundered, will not biodegrade and, since polyester and nylon are derived from oil, they hold on to body odour and stains, which compromise longevity.

T-shirts made from cotton-polyester blends should be avoided for similar reasons, and on top of this, given current technology, fibre blends are much harder to recycle than mono-materials.



Look for brands which are doing their best to explain what is happening along their supply chains: Like where the raw materials come from, their commitment to ensure workers are treated well, standards which include safe use of chemicals and what type of energy is used in the production.

Finally, if the fashion industry is going to curb its carbon footprint, it will have to reduce both production and consumption.

When it gets to the extremes as we see with fast fashion today, we need to pull things back.

What is the point of overproducing by 30% just so we can get a cheaper per-unit cost, when the result is landfill of unsold garments?

Choose a well made brand. Look after it. Hand wash if you can and hang dry to reduce the shedding of micro fibres.

Avoid the dryer at all cost. Iron to extend the life of the garment and finally, dispose of the garment in an environmentally responsible way.

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## IS IT TIME TO GIVE UP THE PLASTIC?

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We can wait for the government to announce a new scheme or enact laws demanding the providers to give customers a better choice, alternative or solution and then find out the plastic is still going to landfill anyway, or worse still the plastic is being shipped off shore to make it somebody else's problem.

Or we can simply take personal responsibility and make the choice ourselves.

If there is a choice, why not take it. Shop for veggies in stores providing paper bag options. Don't wait for the supermarkets to lift their game.

Invest in some re-usable garment bags.



**EXTREMELY DURABLE  
WILL LAST MANY YEARS**

Exclusive to Osca, designed by Osca, 100% Cotton, Durable, Reusable, Washable, zip-up shirt travel bag for hanging suit length items such as Shirts, Polo's, T-shirts and Pants.

**OSCA reusable 100% cotton travel bag  
\$44 or 22 OSCA tokens  
SHOP.OSCA.COM.AU**



Habee Suit bags. A cheaper alternative, these reusable bags are light weight alternative to single use plastic bags.

**HABEE reusable suit bag \$4.95 (COST PRICE)  
Or 6 OSCA tokens  
SHOP.OSCA.COM.AU**



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## LIFE CARDS NOW ONLINE

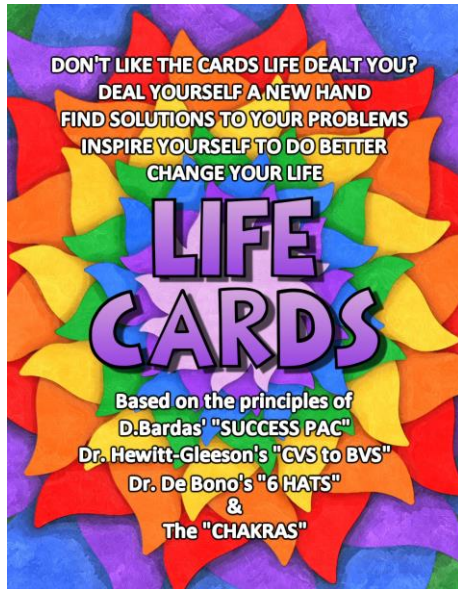
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Osca's hobby passion going back to pre-business.

We decided to re-visit the idea during Melbourne's COVID lockdowns - and haven't stopped.

The highlight of 2022 is having our LIFE CARDS game accepted to the DECKIBLE online card games platform.

**Yes, you can now play 'LIFE CARDS' online**



LIFE CARDS are not so much a card game as they are a personal motivation and development system similar to Dr. De Bono's six colour hats and Dr. Hewitt-Gleeson's CVS to BVS brain software disguised as a solo card game.

LIFE CARDS are a tool you can use on a personal, professional and even business level to explore better opportunities, higher goals and successful outcomes.



The DECKIBLE app is available from the Google play store for Android and Apple.



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Personally, I prefer a physical card deck to a virtual one. There is something to the immediate and tactile experience when creating one's own destiny.

[DECKIBLE.COM](https://deckible.com)  
[SHOP.OSCA.COM.AU](https://shop.osca.com.au)

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## OSCA CARDGAMES

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AVAILABLE FROM THE OSCA SHOP



### DETECTIVE

**Find the clues, discover the motive, implicate the suspect, solve the case!**



### DOOBLE

**Challenge your friends to this wickedly engaging game of intellect.**



### LIFECARDS

**Play this game to change your future and determine your destiny.**



### ROCK PAPER SCISSORS

**A classic game re-imagined as a fun Noughts and Crosses vacation card game.**

[SHOP.OSCA.COM.AU](https://shop.osca.com.au)



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## IRONING PRICES

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We are reluctant to put our prices up at 'any' time really. Generally preferring to look for efficiencies instead.

However, the last year in particular has been particularly brutal in rising energy and fuel costs. As you would appreciate, they happen to be some of the largest components in our budget, considering we use more electricity ironing than most and pickup and deliver all our work.

To even out the costs we apply a small percentage to all the individual ironing category items. This spreads the load most evenly across the board, is relatively painless and is hardly noticeable in the scheme of things.

We are still mulling over the idea of increasing the pickup and delivery fee for Evergreen Customers and introducing one for OSCA customers should fuel prices keep rising. It may be something to consider in the New Year, but we are in no particular hurry.

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## CUSTOMER DATA PROTECTION

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At OSCA and EVERGREEN IRONING, we are very mindful of our responsibility to keep your data safe.

Any data we collect is for the purpose of providing our service to you: Name, Address, Preferred contact details, Ironing wishes and preferences. We do not sell or share any of your personal data with third parties.

Any keys and codes you may provide are not stored with your address details. Keys are named by generic names ie "Gym", "Library", "Beach house" so if lost, they can not be matched to an address. Codes are encoded in fictional phone numbers.

Our computer systems are protected by both a hardware and software firewall and can only accessed via the OSCA office terminal.

Some data: Name, address, phone number, transaction history – is also stored in our accounting package: Xero. Xero encrypts business data and requires multi factor authentication to access.

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## EVERGREEN IRONING COVER CLOTHS NEW FOR 2023

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Evergreen customers who send their ironing in laundry baskets will be receiving their first Cover Cloths (cloth designed to protect your garments during travel) from January.

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## OSCA COVER CLOTHS DRIVE UPDATE AND REPLACEMENT FOR 2023

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OSCA Cover Cloth drive starts in January. We will be replacing any old, damaged or lost Cover Cloths with a brand new design Cover Cloth. If you have any old or damaged Cover Cloths, now is the time to send them in.

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## 100% COTTON HEAVY DUTY RE-USABLE TRAVEL BAGS – MORE ORDERED

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The 100% cotton OSCA travel bags have been a sensational hit and our stocks are starting to run down. Fear not, more have been ordered and should be available in the shop or by your OSCA TOKENS from February.

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## RESTRUCTURING THE PICKUP AND DELIVERY RUNS IN 2023 TO INCREASE EFFICIENCY AND REDUCE COSTS

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Always looking for efficiencies we believe that we could cut vehicle emissions and fuel consumption by changing some morning bookings to evenings or seeing if we could shift some bookings in the same areas onto the same run. Morning traffic congestion means the vehicles are on the road longer than if they did the identical run in the evening. Using more fuel, running the engine longer.

Extending the time from pick up to delivery by an extra 12, 24, 36 hours might work as well but 36 hours on top of the normal booking would be too long.

This idea is surprisingly more complicated than it seems, particularly because it requires asking customers to change their booking times. Booking times are related to your weekly laundry times and other house routines and it is really inconvenient to make any changes.

Likewise, the ironer timetables and days available would need to be changed and that is an entirely different ballgame. We may stay away from this 'hot potato'. We may just have to wait for EV vans.

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## OSCA WORKSHOP – CARBON NEUTRAL

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In the meanwhile, the OSCA ironing workshop remains carbon neutral.



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## OSCA TOKENS

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For OSCA customers, keep collecting OSCA tokens. Our intent to get you to our online shop via this promotion has failed, but a lot of customers have shopped through their basket and that works too.

We are in the process of designing EVERGREEN IRONING tokens and hope to introduce them to Evergreen customers late this year.

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## OSCA FORWARD DEPOSIT ACCOUNTS 2023

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Thank you for maintaining your Forward Deposit accounts during the last year, even during lock down when we were not trading.

We have reviewed the discount rates for your Forward Deposit account option and will be able to continue to reward you with the same discount rates for the duration of 2023.

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## OSCA FOUNDING MEMBER ACCOUNTS 2023

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Thank you for maintaining your Founding Members accounts during the last year, even during lock down when we were not trading.

We have reviewed the discount rates for your account option and will be able to continue to reward you with the same discount rates for the duration of 2023.

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## 2023 JANUARY LARGE BASKETS REQUEST

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After the holidays, it is usually insanely busy in the first few weeks of the New Year. Please help! On your return in 2023, should your basket be a bit more generous than usual, perhaps you could assist our Ironing Angels by splitting it into 2 orders: Urgent and Non-Urgent.

This will give us the flexibility to spread the load and take care of everyone.

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