

MEDIA RELEASE

For immediate release: Thursday 11 September 2008

BE IN THE RUNNING FOR AUSTRALIA'S TOP DESIGN AWARD

2009 Australian International Design Awards now open for entry

The Australian International Design Awards, Australia's most prestigious and diverse design awards program, is calling for entries in the 2009 Awards.

Entry is open to all professionally designed products available for sale in Australia and products professionally designed by Australians for overseas markets.

Established in 1958, the Australian International Design Awards, a division of Standards Australia, is this year celebrating 50 years of rewarding design and innovation excellence in Australia and has opened its doors to internationally designed products available in Australia.

"Our international format, now in its second year, is testament to Australia's maturity in design and the ability of Australian designers to compete on a global scale.

"The 2008 Awards program attracted some of the biggest names in design including Audi, Bose, Philips, Miele, Rado, Volkswagen and Tupperware to name a few, and launched Australian talent well and truly into the international limelight," said Ms Stephanie Watson, Program Director, Australian International Design Awards.

"Investing in design is becoming an increasingly important business decision for manufacturers looking to stay ahead of the competition. By participating in the 2009 Australian International Design Awards, manufacturers and designers have the opportunity to gain international exposure as well as a local marketing edge.

"Award recipients earn the right to use the Australian International Design Award trademark symbol which offers a clear indication of exceptional design standards. Consumers can be confident that products carrying this design symbol have been judged against the highest design and manufacturing standards," Ms Watson said.

The 2009 Australian International Design Awards is now accepting entries across nine categories: Consumer, Business and Technology, Medical and Scientific, Automotive and Transport, Sport and Leisure; Housing and Building; Heavy Machinery; Architectural and Interior Products.

Applications are assessed on a range of criteria including innovation, visual and emotional appeal, functionality, quality and manufacture, human factors and environment sustainability.

Accolades up for grabs:

Australian International Design Award of the Year

Australian International Design Award - multiple

Australian International Design Mark - multiple

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Associated Accolades

- Powerhouse Museum Design Award and Selection
- Award for Excellence in Sustainable Design
- Wheels Automotive Design Awards: Best Interior, Best Exterior, Best Overall
- Australian Design Award – Dyson Student Award
- Australian Design Selection for International Promotion

2009 Timetable:

Applications Open	Thursday 11 September 2008
Applications Close	Friday 28 November 2008
First Round Shortlisting Commences	Monday 8 December 2008
First Round Shortlisting Concludes	Monday 19 January 2009
Notification of First Round Shortlist	Friday 23 January 2009
Submission Material Due	Friday 20 February 2009
Final Round Assessments	Monday 2 – Friday 13 March 2009
Notification of Finalists	Friday 20 March 2009
2008 Presentation Night	Friday 29 May 2009, Melbourne

Entry online at www.designawards.com.au by Friday 28 November 2008

More information:

For information on entering the 2009 Australian International Design Awards visit www.designawards.com.au, call + 61 2 9237 6090, or write to mail@designawards.com.au

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The Australian International Design Awards is a division of Standards Australia. Standards Australia is recognised by the Government as Australia's peak Standards body. It coordinates standardisation activities, develops internationally aligned Australian Standards of public benefit and national interest and accredits other Standards Development Organisations. Through the Australian International Design Awards it promotes excellence in design and innovation. www.standards.org.au www.designawards.com.au www.australiandesign.org.au