

Australian International Design Awards, formerly Australian Design Awards, is now global

2008 marks the 50th year of design assessment and promotion in Australia under the auspices of the Industrial Design Council of Australia (established in 1958) followed by Standards Australia through the Australian Design Awards. This milestone creates an opportune time to celebrate 50 years of Australian design and recognise design as a global activity moving forward.

From 2008 onwards, entry is open to all professionally designed products available for sale in Australia and products professionally designed by Australians for overseas markets. With the primary aim to foster a stronger culture of design in Australia, the Australian International Design Awards will also provide:

- A means by which Australian design may become more globally competitive by competing on an international scale, and gain further exposure to an international client base
- A more realistic representation of design competition as a global activity
- A more accurate benchmark of universal design
- A clear, consistent indicator of good design at point-of-sale no longer limited to Australian design only
- A greater demand for design in Australia by appealing to more consumers and creating a greater need for design strategy in product manufacture and business

In order to maintain the strong 50 year legacy of supporting local design, a special award and design promotion website located at australiandesign.org will be dedicated to promoting exclusively Australian design achievements within the new international competition, and will continue the vital role of raising the profile of Australian design nationally and internationally.

Industry research and support

This revision has been born out of industry feedback and a demand for the program to better reflect the changing climate of design in Australia. The decision to react to such feedback was not made lightly. More than 50 key stakeholders including some of Australia's most reputable product design and manufacturing companies were consulted, and overwhelming industry support was gained.

Prior to the change Standards Australia undertook extensive research that clearly demonstrated Australian design is no longer immune to international competition. Up to 80 percent of design business in Australia is now being commissioned by international organisations. To win this business, Australian designers must compete against foreign design studios. With the former Australian Design Awards model, local design was being benchmarked against its own. Without exposure to international influences the model failed to expose our designers to overseas clients.

Standards Australia's role in the Australian International Design Awards

Standards Australia will continue to run the Australian International Design Awards and associated initiatives as it has done for the past 15 years. Over this time, Standards Australia has proven its commitment to the cause by taking a lead role in design assessment and promotion in Australia.

The synergies between Standards Australia and the Australian International Design Awards have never been stronger or better understood. For companies to design and develop commercially successful and internationally competitive products, they must first practice standards compliance, followed by professional design. Standards Australia sets standards of quality in manufactured goods, the Australian International Design Awards raises standards by encouraging excellence in product design. This is an opportune time for Standards Australia to

continue to partner with the Australian International Design Awards as it moves into the next phase of its exciting 50 year history.

Income

The Australian International Design Awards is not about generating income. It will continue to be run using a break-even business model and be subsidized by Standards Australia, a not-for-profit organisation for many years to come. The primary aim of the revision is not to make money but to put Australian design on the map, to make it more globally competitive, and to drive new business opportunities and a greater demand for design by appealing to a much larger audience.

Timing and implementation

The Australian International Design Awards will be launched in September 2007, to coincide with the launch of the 50th anniversary of design assessment and promotion in Australia. A review of the former application, assessment and presentation formats is underway to cater for an influx of professionally designed entries from a larger range of product manufacturers worldwide. The program's brand, award recognition scheme and registered trademarks are also under review to ensure a more universal approach to design assessment and promotion.

Building an internationally regarded design award for Australia

In order to compete in the same arena as internationally regarded design awards such as Red Dot, iF, Good Design Award and IDEA to name a few, and provide the same level of service to the Australian Industrial Design community, the Australian International Design Awards must itself aim to become one of the foremost design assessment and promotion bodies in the world. Going global is the next progressive step to achieving greater success for Australian design.

We welcome the opportunity for the Manager of the Australian International Design Awards to discuss this matter further with you, any of your colleagues or any of your constituents if required. If so, please contact the Australian International Design Awards on + 61 2 9237 6090.