

# The Search for Australia's Next Top Product

**2008 Australian International Design Awards – Official Launch**

*The Australian International Design Awards, a division of Standards Australia, has opened its doors to all professionally designed products on the Australian market and is calling for entries to the 2008 program.*

Executive Director of the Australian International Design Awards, Australia's peak design awards body, Brandon Gien said the Australian Design Awards has evolved into a global design assessment and promotion body, and has become the Australian International Design Awards.

"From this year onwards, entry is open to all professionally designed products available for sale in Australia, and products professionally designed by Australians for overseas markets," said Gien.

"The decision has been born out of industry feedback and a demand for the program to better reflect the changing climate of design in Australia and around the world. This is a natural expansion that better reflects the global nature of the design industry.

"The reality is that 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.

"This new approach will expose Australian designers to an international client base and provide consumers with a clear, consistent indicator of good design across all products at point of sale, not only those designed in Australia. This exciting initiative will place Australian design on the world design map.

"With exposure to international influences through the Australian International Design Awards, Australia is set to become more globally competitive in design." said Mr Gien.

More than 50 key stakeholder groups including some of Australia's most reputable product design and manufacturing companies were consulted, and strong industry support was gained to expand the eligibility criteria of the Awards.

The Australian International Design Awards provides a low-cost launch pad for designers to seek that much needed competitive edge. Entry covers a broad range of industry sectors including:

- Consumer
- Business and Technology

- Medical and Scientific
- Automotive and Transport
- Sport and Leisure
- Housing and Building
- Agriculture and Heavy Machinery
- Public Spaces
- Furniture and Lighting
- Materials and Textiles Innovation
- Packaging and Point of Sale
- Student

Applications close 14th December

For information visit [www.designawards.com.au](http://www.designawards.com.au) or phone + 61 2 9237 6090 or write to [mail@designawards.com.au](mailto:mail@designawards.com.au).



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  - Environment ISO 14001
  - HACCP
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  - Six Sigma
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## Business Process Management

- Business process modelling
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### Contact:

Queensland Business Improvement Centre  
Phone: 07 3816 2255 Email: [aoq@aoq.org.au](mailto:aoq@aoq.org.au)  
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### CONFERENCES

August 2008

Six Sigma 2007 ([www.aoq.org.au/sixsigma2008.htm](http://www.aoq.org.au/sixsigma2008.htm))

2 May 2008

Aged Care 2008 ([www.aoq.org.au/agedcare2008.htm](http://www.aoq.org.au/agedcare2008.htm))

10 July 2008

RRDM 2008 ([www.aoq.org.au/rrdm2008.htm](http://www.aoq.org.au/rrdm2008.htm))

September 2008

Progressing Business 2008 ([www.aoq.org.au/PBCon2008.htm](http://www.aoq.org.au/PBCon2008.htm))

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### Contact:

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[www.aoq.org.au](http://www.aoq.org.au)