

MEDIA RELEASE

For immediate release: Tuesday, 15 September 2009

2010 AUSTRALIAN INTERNATIONAL DESIGN AWARDS NOW OPEN FOR ENTRY

Standards Australia has today launched the 2010 Australian International Design Awards, recognising product design and innovation excellence.

Manufacturers and designers of professionally designed products available for sale in Australia or products professionally designed by Australians for overseas market can now enter the 2010 program and be in the running for Australia's top design award.

The Australian International Design Awards is the nation's most prestigious design assessment program, recognising excellence in product design and innovation since 1958. Past winners include the Qantas A380 Economy Seat (2009), Flaik snowsports performance tracker (2008), Ford Territory (2004), and Cochlear Nucleus 24 Contour (2000).

Products are assessed on their individual design merits against a range of criteria including innovation, visual and emotional appeal, functionality, quality and manufacture, human factors and environmental sustainability.

By participating, companies may achieve independent design endorsement, increase their exposure to consumers, potential clients, product manufacturers and design-related businesses as well as gain international recognition and a local marketing edge.

Winners and finalists may receive measurable outcomes including media exposure, print and online promotion, point-of-sale advantage, product exhibition opportunities, market credibility and peer recognition.

"The real benefit in entering the Australian International Design Awards comes from the valuable add-ons applicants are exposed to," says Stephanie Watson, Program Director of the Australian International Design Awards.

"Not only is your product independently assessed by a panel of Australian and international design experts, we also offer a range of marketing opportunities for all applicants to tap into, including trademark licensing agreements, high profile media opportunities and product exposure."

For Ian Alexander, Managing Director of Hughie Products, entering the Hughie Sink in the 2009 Design Awards continues to generate positive outcomes. The portable sink earned a Design Mark for good design, and international exposure that money can't buy.

"We feel as though we have won even though we didn't actually receive a Design Award," says Alexander.

"We have received a huge response since the Australian International Design Awards put Hughie Sink on its website," he says.

"We have been contacted for more information and sales from the United States, Costa Rica, Ireland, Spain, France, The Netherlands and the United Arab Emirates. Information about the Hughie Sink has been posted and translated into at least 20 languages across Europe and Asia. We have been astounded by the response, all of which is good publicity and will hopefully lead to sales or import and export by a distributor."

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The 2010 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, and Student.

Entry closes Tuesday 1 December 2009.
Enter online at www.designawards.com.au

Additional information:

Accolades up for grabs:

Australian International Design Award of the Year
Australian International Design Award - multiple
Australian International Design Mark - multiple

Associated Accolades:

Wheels Automotive Design Award
Award for Excellence in Sustainable Design
Powerhouse Museum Design Award and Selection
Australian Design Award – James Dyson Award (Student category)

2010 Timetable:

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|---------------------------------------|--|
| Applications Open | Tuesday 15 September 2009 |
| Applications Close | Tuesday 1 December 2009 |
| First Round Shortlisting Commences | Monday 7 December 2009 |
| First Round Shortlisting Concludes | Monday 18 January 2010 |
| Notification of First Round Shortlist | Friday 22 January 2010 |
| Final Round Assessments | Monday 22 February – Friday 5 March 2010 |
| Notification of Finalists | Friday 12 March 2010 |
| Awards Presentation Night | Friday 4 June 2010, Sydney |

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 that deliver Net Benefit 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