

Reece Bathroom Innovation Award – Minister Jennings editorial

Reece Australia has long been a leader in its industry sector, not just in the marketplace but also in areas such as training and water conservation. And over the past four years, it has also championed Australian design through the Reece Bathroom Innovation Awards.

A strong design sector is central to building the kind of economy that we will need to deliver jobs and sustainable growth in the 21st century. Good design provides a point of difference in the market and can transform the fortunes of a company or product when used creatively.

The Victorian Government is strongly committed to further strengthening Victoria's thriving design industry. This is why we have established the State of Design Festival and the *Premier's Design Awards Exhibition* as part of our \$15 million for the *Design Victoria* strategy. The *Design Victoria* strategy is comprised of a comprehensive suite of programs that aim to drive design excellence, create a more globally competitive and focused design sector, and to encourage the design-led growth of Victorian industries.

This is why I commend Reece for establishing the Bathroom Innovation Awards. It encourages, recognises and rewards outstanding design in a key segment of our multibillion construction sector.

And because good design is efficient design, the Awards are also promoting and stimulating the development of new products that will help us better manage and conserve one of our key resources, water.

So I urge everyone who values design innovation and the value it adds to our lives to join me in supporting the 2008 Reece Bathroom Innovation Awards.

Gavin Jennings MLC
Minister for Innovation