

## **Ministerial endorsement for Reece Awards**

Victoria is committed to design as a key driver in securing economic growth through innovative, sustainable creations, demonstrated in many facets of businesses and communities.

The Victorian Government's Design Victoria Strategy, launched in November 2007, promotes design as a fundamental component of innovative, competitive industries and is vital to building liveable, sustainable and cohesive communities.

Through the strategy, we have committed \$15 million over four years to drive design excellence, and to create a more globally competitive design sector, encouraging the design-led growth of Victorian industries.

Together with industry champions such as Reece Australia, this commitment can further drive development of creativity and design through all aspects of life.

Reece has a rich and established history, with over 80 years in Victoria, and is a lead supplier of bathroom and plumbing products across the nation.

Through initiatives such as its Reece Australia's Bathroom Innovation Awards (BIA), Reece provides design professionals and design students with a unique opportunity to develop ideas into innovative designs, shaping the bathrooms of tomorrow.

With sustainability at the forefront of design principles and creations, clever designs can be now implemented into our everyday lives which will reduce harmful impacts on our environment.

Our natural environment offers a wealth of resources for sustainable design, and this is evident in many disciplines using efficiency and innovation today. You just need to take a look around to see how modern, sustainable designs are shaping our future.

On behalf of the Brumby Government, I'd like to express my gratitude to Reece Australia for its continued support of Victoria's thriving design industry. Through encouraging local designers, the Awards also promote design excellence in developing world-class Australian designed products.

I encourage all business and communities to embrace the benefits offered by a dynamic design industry and wish current and budding designers the best of luck in this year's BIA competition.

**Gavin Jennings MLC**  
Minister for Innovation