

Reece Bathroom Innovation Awards

Innovation is not just about doing new things. Innovations is also about doing old things in new and better ways.

Fostering a culture of innovation in Australia also pays a high tribute to design.

Australia celebrates and promotes outstanding design and nurtures the role it plays in helping to deliver and execute successful business strategies.

Creative and innovative designers focus on transforming and reinventing existing industries and service delivery, and in doing so making the wheels of innovation turn. They must be attuned to the needs of consumers - both practical and aesthetic.

Design is a collaborative process - sharing ideas and inspirations to develop fresh new products through the innovation life cycle.

This process of collaboration is a cornerstone of the Australian Government's innovation agenda for the next ten years. Forging relationships and meaningful links will drive innovation and business ingenuity into the future. We want to see great ideas captured and turned into marketable reality.

Reece understands and embraces this process. I support Reece as it challenges new student designers and industry professionals to continually raise the bar of design excellence through its Bathroom Innovation Awards.

These Awards recognise the commitment and ingenuity of Australian designers. This investment in design and innovation allows companies such as Reece to gain that critical edge over their competitors.

I offer my congratulations to all involved.

Senator Kim Carr
Minister for Innovation, Industry, Science and Research