



Marketing Benefits of ECA Accreditation

When your business becomes accredited you will instantly access a range of benefits from Ethical Clothing Australia (ECA). These benefits are of course in addition to the numerous ways that you can promote your accreditation to your customers, (more on that later). Here are a few ways that ECA will work with you to maximise your accreditation and demonstrate to your customers that you are ethically and locally made.

- 1. Business Listing on The ECA Website**
Consumers can find your business and where to shop by categories.
- 2. Social Post Announcing Your Accreditation**
Your business will be featured to more than 46,000 social media followers at the time of your accreditation and annual renewal.
- 3. E-Newsletter Feature**
Your business will feature in our EDM to more than 5,000 subscribers at the time of your accreditation and annual renewal.
- 4. Exclusive Business Newsletter**
We will keep you up to date on the latest industry news and opportunities.
- 5. Retail and Procurement Recognition**
An ECA-accreditation is recognised by a series of retailers and in government procurement opportunities.
- 6. ECA Events & Networking**
Opportunity to participate in stand-alone ECA activities as part of industry events such as Fashion Revolution and annual fashion weeks.