



# ETHICAL CLOTHING AUSTRALIA'S ACCREDITATION TOOLKIT

A guide to maximising your accreditation and Ethical Clothing Australia's 'amount of manufacturing' classifications explained.



# WELCOME TO ETHICAL CLOTHING AUSTRALIA

**Congratulations on your new accreditation or renewal, we're excited for you to be part of the Ethical Clothing Australia community!**

Your Ethical Clothing Australia accreditation demonstrates to your customers that your business is committed to supporting the local Australian textile, clothing and footwear (TCF) industry, and that your supply chain is transparent and ethical from design to dispatch.

Your accreditation certifies to your customers that your business values the people that make your products. It also means that no matter where they work or their position in the supply chain, your business has undertaken third-party checks to ensure compliance with the relevant Australian workplace laws. By being accredited you are contributing to a stronger, more ethical industry in Australia. You can find out more about the benefits of Ethical Clothing Australia accreditation on our [website](#).

Manufactured  
in Australia  
and  
accredited by



ethical  
clothing  
AUSTRALIA



# HOW TO USE THIS GUIDE

There are rules that dictate how accredited businesses can use the Ethical Clothing Australia trade mark. This toolkit has been designed to simplify this information and ensure that it can be used by anyone in your business.

Accredited businesses fall into one of three categories based on the total amount of product they manufacture in Australia (this is also described as your 'amount of manufacturing' in Australia). This toolkit has been arranged according to these categories to make it easy to find the correct information for your business.

If you are unsure which category your business sits in, please refer to your most recent Fee & Manufacturing Form or reach out to your Accreditation Program Advisor.

## The three categories are:

- **100%** - 100% of your products are proudly made in Australia and accredited by Ethical Clothing Australia.
- **Majority** - The majority (more than 50%) of your products are proudly made in Australia and accredited by Ethical Clothing Australia.
- **Specific product lines** - Only specific product lines are proudly made in Australia and accredited by Ethical Clothing Australia.

On the following pages, you will find the table of contents and a handy checklist to assist you in using this toolkit.



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# ETHICAL CLOTHING AUSTRALIA'S TOOLKIT CHECKLIST

Use this checklist to work through our toolkit tips and advice.



## Tips to get started

Any promotions must be in line with your amount of product made in Australia.

Make sure that your Ethical Clothing Australia website listing is always up to date.

Follow [@ethicalclothingaustralia](#) on social media.

Provide Ethical Clothing Australia with content to share on our digital channels.

Encourage your customers to sign up to Ethical Clothing Australia's newsletter.

## Other ideas

Start conversations by sharing your accreditation and the Ethical Clothing Australia trade mark on social media and in your business newsletters.

Engage your team and share their stories with your audience.

Host an event and invite Ethical Clothing Australia to come along.

Network with other Ethical Clothing Australia accredited businesses.

## How to use The Ethical Clothing Australia trade mark

Add the Ethical Clothing Australia trade mark to your home page or a dedicated page on your website.

Add 'Accredited with [@ethicalclothingaustralia](#)' to your social media bio.

Add the Ethical Clothing Australia trade mark to your packaging.

Display the Ethical Clothing Australia trade mark in your shop front or window displays.

Add the Ethical Clothing Australia trade mark to your marketing materials e.g. posters and flyers.

# ETHICAL CLOTHING AUSTRALIA'S LICENCE AGREEMENT & 'AMOUNT OF MANUFACTURING' EXPLAINED

It's important to remember that how you use the Ethical Clothing Australia trade mark can vary, and may need to be accompanied by additional text depending on **how much of your product is manufactured in Australia.**

This requirement is put in place to ensure the integrity of the Ethical Clothing Australia trade mark and make sure that consumers are not misled.

All of the trade mark usage rules are set out in the Licence Agreement, which is cosigned by representatives from the business and Ethical Clothing Australia upon accreditation.



# WHERE CAN YOU USE THE ETHICAL CLOTHING AUSTRALIA TRADE MARK?

Here are a few ideas for where you can use the Ethical Clothing Australia trade mark.

## Website

Accreditation labelling can have a positive influence on consumers at the point of sale in physical and online shopping environments. Try incorporating the Ethical Clothing Australia trade mark on your home page, footer bar and on product pages. You can also create a dedicated page on your site which talks about the accreditation and why it is important to your business.

## Social Media

Platforms such as Instagram, Facebook, LinkedIn and Pinterest are invaluable tools for connecting with your audience. We encourage you to regularly

talk about your accreditation, its value and your workers. Together we can educate the public to create a more transparent and ethical Australian industry.

## Email Newsletters

If you regularly send email newsletters, why not include the Ethical Clothing Australia trade mark in the header or footer? This is an easy way to show your audience that you are committed to local and ethical manufacturing.

## Marketing Materials

Associating Ethical Clothing Australia's brand with yours makes us both stronger. Include your Ethical Clothing Australia accreditation on your posters, flyers and invitations. Give your customers something tangible to help them keep your values in mind.

## Window Displays

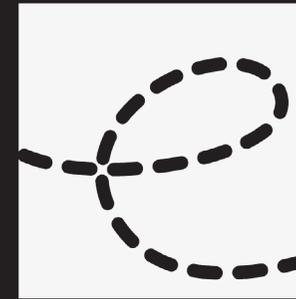
Visual cues and reminders help you to grab the attention of current and potential customers in an immediate way. You've put in the hard work, so you should promote and talk about your accreditation with customers in-store or to those walking by the windows.

## Packaging

In a world where online shopping is becoming the main preference for consumers, what your product arrives in is more important than ever. Including the Ethical Clothing Australia trade mark on your packaging reminds your customers of your commitment to ethical manufacturing each time a new order arrives at their door.

# USING THE TRADE MARK

Every accredited business must use the clarifying text below when using the Ethical Clothing Australia trade mark. This text is different depending on the amount of product being manufactured in Australia.



ethical  
clothing  
AUSTRALIA

## 100% of Product Made in Australia

Where a Licensee produces 100% of their TCF products in Australia the trade mark may be used as a single image and no point of clarification is required.

Alternatively, the following text may accompany the trade mark:

*XXX is proudly 100% made in Australia and accredited by Ethical Clothing Australia.*

## Majority of Product Made in Australia

Majority manufacturers must include wording alongside the trade mark or where it is used on their website or social media accounts.

Find out more information on how to apply the trade mark in your business's relevant section of this guide.

### Option 1

*XXX is accredited by Ethical Clothing Australia for its (clothing/footwear/textiles/garments/products/goods) made in Australia only.*

### Option 2

*XXX is recognised by Ethical Clothing Australia as a majority brand for our clothing/footwear/textiles/garments/products/goods) made in Australia only.*

## Specific Product Lines Made in Australia

If only specific items or specific production lines are made in Australia, the business must clarify which products are accredited.

For value adders and businesses accredited for value adding and manufacturing, please **contact the Ethical Clothing Australia team** for the correct wording.

### Option 1

*Only XXX's (insert product line or items) has been made in Australia and is accredited by Ethical Clothing Australia.*

### Option 2

*Only our XXX collection is accredited by Ethical Clothing Australia*

**Approval must be sought to use any other form of wording.**

**Find out more information on how to apply the trade mark in the relevant section of this guide. If you have any questions, please reach out to your Accreditation Program Advisor or Ethical Clothing Australia's Marketing Team via the Contact Page on our [website](#).**

# BENEFITS OF ACCREDITATION

Ethical Clothing Australia works to elevate businesses committed to ethical and transparent manufacturing.

As part of your accreditation, you will receive a range of marketing benefits, which are in addition to the numerous **ways that you can promote your accreditation to your customers**. Ethical Clothing Australia also advocates for ethical procurement policies to all levels of government and the private sector, which benefits accredited businesses. **Here are a few ways** that we will work with you to maximise your accreditation, and demonstrate to your customers that your products are made ethically and locally.

## Business Listing on The Ethical Clothing Australia Website

Consumers can find your accredited business using the search function or by category. Over 50,000 searches take place on our website annually.

## Social Post Announcing Your Accreditation & Renewal

Your business will be promoted to over 47,000 social media followers at the time of your accreditation and annual renewal.

## EDM/Newsletter Feature

Feature in our EDM/newsletter to more than 5,000 consumer subscribers at the time of your accreditation and annual renewal.

## Exclusive Business Newsletter

Stay up-to-date on the latest industry news and opportunities.

## Procurement Opportunities

As an ethically accredited business, you can sign up to the Victorian Government's Ethical Supplier

Register. It is a requirement of the Ethical Supplier Register that all garments must be sourced from Ethical Clothing Australia accredited suppliers. Any accredited business Australia-wide can bid for Victorian Government tenders.

## Ethical Clothing Australia Events & Networking

Participate in stand-alone Ethical Clothing Australia activities such as government advocacy and fashion-related events. You can also attend industry workshops and networking events to connect with other accredited businesses.

## Ethical Clothing Australia Blog Collaborations

Highlight your business journey in our monthly interview series which is published on our website and amplified through our owned channels.

## Media Opportunities

Engage in media opportunities in collaboration with Ethical Clothing Australia.

# MAKE SURE YOU'RE CONNECTED WITH US

## Ensure that your business bio and description are up to date on our website

As part of your accreditation onboarding you would have completed a business information form. This helps us to promote your business when people visit our website looking to either buy from ethically accredited brands or engage an ethically accredited manufacturer.

## Share your content with us

This helps us tell your business story, and stories about your workers. Please note that we are always wanting to talk about our accredited businesses, but our content must be in-line with our remit and social media policy. You can read more about this on the next page.

## Encourage your customers to sign up to our newsletter and visit our website

By engaging with us, your customers' awareness of the importance and value of ethical manufacturing will grow. Help us promote an ethical industry by asking your customers to **sign up to our newsletter** and visit our website.

## Follow us on social media

Stay up to date, we promise to follow you back!

-  [@ethicalclothingaustralia](#)
-  [@ethicalclothingaustralia](#)
-  [company/ethical-clothing-australia](#)
-  [@ethicalclothingaustralia](#)



# ETHICAL CLOTHING AUSTRALIA'S SOCIAL MEDIA POLICY

**Ethical Clothing Australia must ensure that the messages we share about accredited businesses across our social media and digital channels are aligned to our key work.**

**We love supporting accredited businesses and sharing your stories with our community. If you would like to feature across our social media and digital channels, submit your content via [media@ethicalclothingaustralia.org.au](mailto:media@ethicalclothingaustralia.org.au).**

## Ethical Clothing Australia Accreditation

All new accreditations and re-accreditations each year will be announced across our social and digital channels, as appropriate. In order to do this, we request you supply us with suitable high-resolution imagery. This could include photos from a current campaign, images of workers, or a video; this could be either current campaign imagery, worker stories or a behind the scenes look at your factory/headquarters. This will make sure that we have the latest imagery for our website and social media channels.

We will also happily share information about your accreditation outside the occasion of your accreditation or re-accreditation. To do so we'll need:

- A suitable image/video/blog/website link that we've not used before OR;
- A quote that can be used talking about why your business has chosen to be accredited – you can find some excellent examples on our social media.

## Best Practice & Industry Leadership

We believe that our accredited businesses are leaders in their fields and at the forefront of a transparent and accountable industry. If your business has achieved something you feel is significant, let us know – we're always looking for stories to celebrate and share with our audience. Examples of leadership and achievements could include:

- Being nominated for or receiving an industry award or prize
- Participation in large fashion or manufacturing events, where you're promoting your accredited TCF products and services
- Pioneering new technologies in the Australian TCF industry
- A major milestone such as the number of years that your business has been manufacturing in Australia
- Significant media coverage highlighting your accreditation or commitment to the local industry and ethical practices
- Successful bids for government procurement tenders

# ETHICAL CLOTHING AUSTRALIA'S SOCIAL MEDIA POLICY

## Workers' Rights & Sharing Stories About Your Makers

Our core business is protecting and promoting the rights of workers through our audit and accreditation program. We are proud of our accredited businesses that are committed to upholding these rights and would love to share stories of how this has positively impacted TCF workers.

Our insights show us that social media content which highlights the skills of workers resonates strongly with Ethical Clothing Australia's audience. It is also another great way to showcase your commitment to fair and ethical treatment of the workers throughout your supply chain.

Send us images of workers in your factory or headquarters that can be used on social media, along with some information about the worker. This could include their name, the length of time they have been working with you and some information about how they learned their skills.





# ETHICAL CLOTHING AUSTRALIA LOGO USAGE

The Ethical Clothing Australia trade mark logo is the primary representation of the Ethical Clothing Australia brand. This logo is a unique trade mark used to identify Ethical Clothing Australia accredited products and across communication materials.

## When using the logo, please remember to:

- Use the correct logo colour
- Use the correct amount of free space around the logo
- Never alter the imagery, wording and font in the logo
- Never use a logo below its minimum size restriction
- Never alter the logo in any other way

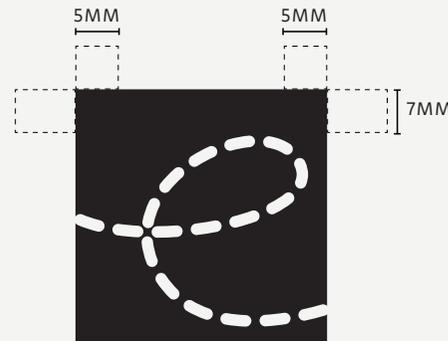
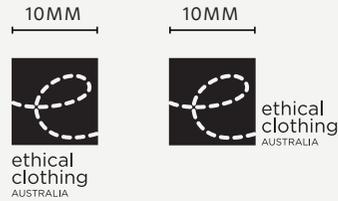
The Ethical Clothing Australia logo has been designed to be versatile and to work well with varied brands and styles. As stipulated in the Licence Agreement, Ethical Clothing Australia must approve all of the various usages of the trade mark and associated text.

## Size Restrictions

To maintain the integrity of the logo, a minimum size has been set. Do not use the logo smaller than 10mm in width. When displayed at or below 10mm wide, the text component of the design should be dropped and the graphic component (the square with the stitched 'e') should be displayed alone.

## Free Space

When using the logo on materials that have not been sourced from the approved supplier, be mindful to provide an adequate amount of free space around the logo. Free space is an area that contains no text and graphic elements such as imagery, borders, other logos or symbols, though this does not exclude you from placing the logo flush on the edge of the design.



## Example of correct use of free space



## Example of incorrect use: inadequate free space around the logo



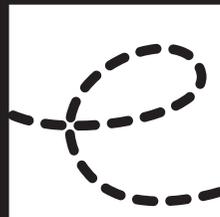


HORIZONTAL LOGO



ethical  
clothing  
AUSTRALIA

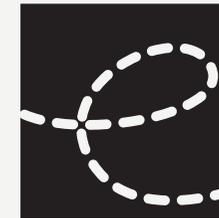
VERTICAL LOGO



LOGO WATERMARK

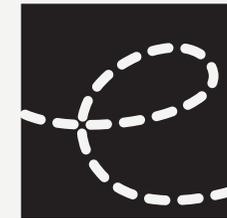


HORIZONTAL LOGO



ethical  
clothing  
AUSTRALIA

VERTICAL LOGO



LOGO WATERMARK

### Logo alternatives

The logo is available in a vertical, horizontal or watermark option. As a main rule, use the full logo with 'Ethical Clothing Australia' text added. The 'e' trade mark should be used when the mark is required in a small size. For example, if the text is illegible or where the design requires only a visual with no text.

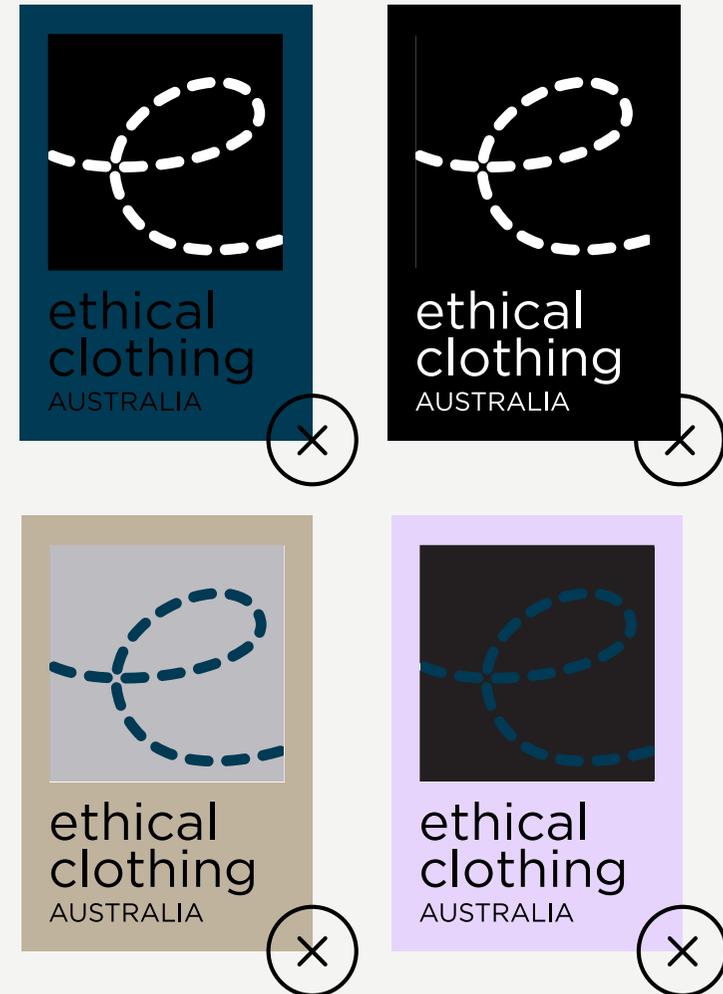
### Incorrect logo colour uses

When using the logo on a black or very dark background, be sure to use the reversed version and not a version in which any part of the logo will be hard to distinguish.

### Screen printed or on woven tags

When screen printing the logo or using it on woven tags, the resolution will often be significantly lower, resulting in the text becoming unreadable. We request that you make your own judgement about how clear the text will look at a particular size, and where necessary, use the logo without the text.

Examples of incorrect logo colour use



### Incorporating the Ethical Clothing Australia logo

Although the logo can be displayed alongside other logos and objects (provided an adequate amount of free space is used) it cannot be incorporated into any other logo, word, or heading etc.



*Example of incorrect use*

### Website Certification Logo Image Use

When displaying the logo online, businesses must link the image and 'Ethical Clothing Australia' wording in the text passage to: [www.ethicalclothingaustralia.org.au](http://www.ethicalclothingaustralia.org.au)

We have provided a range of logo images for your use. The link to this folder will be sent to you by the Ethical Clothing Australia team. Please **contact us** for access.

Businesses manufacturing the majority of their product or specific product lines in Australia must use the correct wording, as explained earlier in this toolkit document.



# ETHICAL CLOTHING AUSTRALIA SWING TAGS

We encourage Ethical Clothing Australia accredited businesses to incorporate the trade mark into their swing tag design or add an Ethical Clothing Australia swing tag to their garments. This is an invaluable way to show your customers that you are dedicated to ethical manufacturing in Australia.



# ETHICAL CLOTHING AUSTRALIA SWING TAGS

The images on the next two pages are best practice wording suggestions on how the Ethical Clothing Australia trade mark can be incorporated into your own swing tag design. If you have an alternate design in mind, this must be approved by Ethical Clothing Australia. You can also create Ethical Clothing Australia decals to display on your shop front windows or at your office!



**FRONT**  
**Option 1**  
**Manufacturing**

Manufactured in Australia by an Ethical Clothing Australia accredited business.



**FRONT**  
**Option 2**  
**Made In Australia**

Made in Australia by an Ethical Clothing Australia accredited business.



**FRONT**  
**Option 3**  
**Manufacturing**

Accredited by Ethical Clothing Australia.



## BACK

### Option 1 Product Focused

This garment has been made in Australia by a business that values its makers and protects their rights. Ethical Clothing Australia accreditation ensures legal compliance with Australian workplace laws.

Visit [ethicalclothingaustralia.org.au](http://ethicalclothingaustralia.org.au) for more information.



## BACK

### Option 2 Ethically Made In Australia

Made ethically in Australia and accredited with Ethical Clothing Australia. Protecting the rights and entitlements of garment workers.

Visit [ethicalclothingaustralia.org.au](http://ethicalclothingaustralia.org.au) for more information.



## BACK

### Option 3 Business Name

XXX values its Australian workers and has been accredited with Ethical Clothing Australia to ensure that their rights are protected under Australian law.

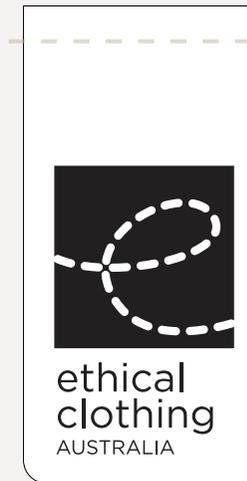
Visit [ethicalclothingaustralia.org.au](http://ethicalclothingaustralia.org.au) for more information.

# ETHICAL CLOTHING AUSTRALIA GARMENT TAGS

**You can incorporate the Ethical Clothing Australia trade mark into your woven garment labels. A few design examples are on this page.**

If you wish to use the Ethical Clothing Australia trade mark in your own garment label design, we require approval over the final design.

Please contact:  
[media@ethicalclothingaustralia.org.au](mailto:media@ethicalclothingaustralia.org.au)



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