



**OLYMPIC &
PARALYMPIC**
UNIFORM CAMPAIGN

MADE ETHICALLY. MADE HERE. THAT'S GOLD!

SUPPORT OUR CAMPAIGN

Ethical Clothing Australia is campaigning ahead of the next Olympic and Paralympic Games. Our vision is for Olympians, Paralympians, officials, volunteers and others associated with the games to wear uniforms that are ethically made in Australia.

The LA Games in 2028 and especially the Brisbane Games in 2032 – present a huge opportunity for sports and formal uniforms for athletes, officials, volunteers, and contractors, as well as official merchandise to be manufactured locally and ethically.

WHY THIS MATTERS

Ethical manufacturing is a must to stop worker exploitation

The textile, clothing and footwear manufacturing industry is fraught with risk, including modern slavery, labour exploitation, low wages, unsafe working conditions and gender-based violence and discrimination. Unethical and illegal practices are also prevalent in Australia, where workers in the TCF industry are known to experience systematic exploitation, and widespread non-compliance with minimum legal standards.

The best way to reduce these risks is to manufacture and procure our uniforms here, with businesses that are accredited by Ethical Clothing Australia.

The benefits from the Games can be shared

Procurement contracts can bring many opportunities including the opportunity to create more jobs and to expand capabilities and innovate. In addition to this, a recent Social Return on Investment (SROI) report commissioned by Ethical Clothing Australia shows that procuring from an Ethical Clothing Australia-accredited manufacturer delivers tangible financial, social and economic returns.

The report identified that for every \$1 spent procuring from an Ethical Clothing Australia-accredited manufacturer; \$1.13 of social value is returned to the community. It found that the additional social and economic value generated through procurement from local, accredited businesses is significant, and it benefits workers, government, and the broader community.

Local manufactures are ready to go

There are textile, clothing and footwear businesses here in Australia that are accredited by Ethical Clothing Australia and are ready to be part of the Games – in fact some have played a role in the past. These businesses can manufacture formal clothing and sportswear such as trousers, pants, shorts, shirts, blouses, socks, belts, protective clothing and workwear.

We can use the Olympics and the Paralympics as a catalyst for innovation and expansion in the sector. In doing so, we can build a stronger industry and ethical jobs at the same time as supporting the Games.

And the Australian public supports the campaign

Ethical Clothing Australia commissioned a YouGov poll of 1,500 Australians in July 2025 and the results have shown huge support for local manufacturing as part of the Games.

The results found:

- 82% of Australians think that Australian Olympic uniforms should be manufactured in Australia.
- More than 8 in 10 Australians see representing Australia and supporting the local industry as important reasons why Olympic uniforms should be made here, and this view is shared across all demographics.
- 81% of voters think Olympic bodies should only buy goods and services from Australian businesses that meet ethical employment standards.
- 84% of Australians believe worker exploitation exists in the global textile, clothing and footwear industry.

BECAME A CAMPAIGN PARTNER

We have an opportunity to make the upcoming Olympic and Paralympic Games in LA and Brisbane more impactful by supporting our local textile and clothing industry and we need your early support.

In support of our campaign you can:

- Write to the Australian Olympic Committee (AOC) Chief Executive Officer
- Write to the Commonwealth Government Minister for Industry and Innovation and the Commonwealth Government Minister for Sport
- Add your organisation or your name to the list of public supporters for our campaign on our website
- Sign up as valued stakeholder for our campaign updates
- Share campaign updates with your members, customers or other stakeholders – we can share campaign resources!

HOW TO GET INVOLVED

For enquires or to discuss how else you may become involved please reach out via lucie@ethicalclothingaustralia.org.au or phone (03) 7043 9998.



ETHICAL CLOTHING AUSTRALIA, SETTING THE GLOBAL STANDARD

Ethical Clothing Australia's accreditation program is a leading initiative protecting and upholding the right of workers in the textile, clothing and footwear industry.

Established twenty-five years ago as a multi-stakeholder initiative with unions, businesses, and industry groups, Ethical Clothing Australia is a trusted symbol of ethical production and relevant legal compliance in the Australian textile, clothing and footwear sector.

A new report has recognised Ethical Clothing Australia as a unique global leader – offering unmatched value to businesses, workers, and governments. When compared to similar international initiatives, the research found that Ethical Clothing Australia stands out and distinguishes itself from other accreditation schemes found globally in the textile, clothing and footwear sector.

Three key factors that were found relevant to the assessment: the broad role of the union; its focus on transparency and remediation; and the mapping of supply chains to maximise its impact.

The report found that Ethical Clothing Australia's accreditation program is a beneficial differentiator in the market, a protective measure against reputational harm and a trust factor for public and private risk-averse buyers.

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