



**OLYMPIC &
PARALYMPIC**
UNIFORM CAMPAIGN

MADE ETHICALLY. MADE HERE. THAT'S GOLD!

ETHICAL CLOTHING AUSTRALIA OLYMPIC AND PARALYMPIC UNIFORM CAMPAIGN

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. The Brisbane Games alone are expected to generate up to \$70 billion in economic opportunity. Our textile and clothing sector must be part of this opportunity.

Our vision is for Olympians, Paralympians, officials and others associated with the games, including contractors to build Brisbane 2032, to wear uniforms that are ethically made in Australia.

WHY THIS MATTERS

By keeping production local and ethical, we can:

- ✓ **Share the stage between the athletes and the community**
- ✓ **Support Australian jobs and manufacturing capabilities**
- ✓ **Deliver a social return on procurement that produces other benefits**
- ✓ **Protect workers from exploitation and**
- ✓ **Maximise the economic and legacy opportunities of the Brisbane Games**

Every stitch sewn here gives Australians another reason to cheer. By choosing to have Olympic and Paralympic uniforms manufactured here in Australia, we are expanding the benefits of the games to go well beyond sport. By choosing accredited local manufacturers, we are ensuring the Olympic spirit extends from the podium to the production floor – creating a legacy we can all support.

Local procurement brings many benefits

Many businesses accredited with Ethical Clothing Australia are looking for investment through procurement opportunities rather than government hand-outs. Procurement contracts enable manufacturers to expand, innovate and employ more workers.

Procurement also has other benefits. 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.

The research found that while accredited products may come with a slight price premium associated with buying ethically and locally, the social value returned still exceeds this cost. 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.

Using local, ethical manufacturers gives another reason for us to cheer on our athletes when they are striving for gold.

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 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.

From the sportswear worn by athletes to the formal uniforms for officials, volunteers, and contractors, every garment tells a story about the nation it represents. Choosing Ethical Clothing Australia-accredited manufacturers means telling a local story - supporting local jobs, strengthening our manufacturing sector, while protecting and upholding the rights of our hard-working local workers.

HOW YOU CAN SUPPORT THE CAMPAIGN

To support the 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
- Write to the Queensland Government Minister for the Olympic and Paralympic Games
- Become a public supporter for our campaign – request campaign materials
- Visit one of your local, Ethical Clothing Australia-accredited manufacturers
- Encourage textile, clothing and footwear procurement policies that preferences manufacturers accredited by Ethical Clothing Australia
- Make a speech in parliament
- Issue a media release
- Sign up as valued stakeholder for our campaign updates

CONTACT INFORMATION

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'S ACCREDITATION PROGRAM IS A GLOBAL LEADER

Ethical Clothing Australia's accreditation program is a leading initiative in 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.

