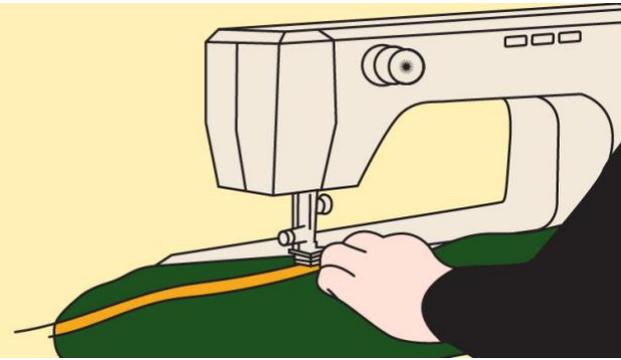




OLYMPIC & PARALYMPIC UNIFORM CAMPAIGN



MEDIA RELEASE

Ethical Clothing Australia

ethicalclothingaustralia.org.au

Made ethically, made here; that's gold! New campaign calls for ethically, locally made uniforms at the Olympics and Paralympics

Australia's leading accreditation body for the Textile, Clothing and Footwear (TCF) industry is calling for Olympic and Paralympic Uniforms to be Australian and ethically made at the Brisbane 2032 Games.

The campaign is backed by a recent poll conducted by YouGov, which shows that 82% of Australians think that our Olympic uniforms should be manufactured locally.

National Manager Rachel Reilly says that the Australian team uniforms for the Paris 2024 Olympics were made offshore and polling shows this is not in line with the public's expectations.

"More than 8 in 10 Australians see representing their country and supporting the local industry as important reasons why Olympic uniforms should be made here, and this view is shared across all demographics," she said.

"It is estimated that the Brisbane Olympic and Paralympic games will create up to \$70 billion in economic opportunity¹ and we must take steps now to ensure this opportunity is realised locally and ethically."

Ethical Clothing Australia says that Australia has a strong clothing and textile manufacturing industry who are already making a range of clothing products that will be required for the 2032 games. This includes uniforms for athletes, volunteers as well as the workforce that will be required to build and deliver this important event.

This includes businesses like *Buckle* who have been producing belts locally for over 100 years and already have experience delivering Olympic uniforms.

"This is a once-in-a-generation opportunity to restore pride and investment in Australian manufacturing," says Director Warren Sanders.

"Local procurement for an event like this would benefit not only businesses like ours that already have this kind of experience but also the broader economy and our industry's workforce."

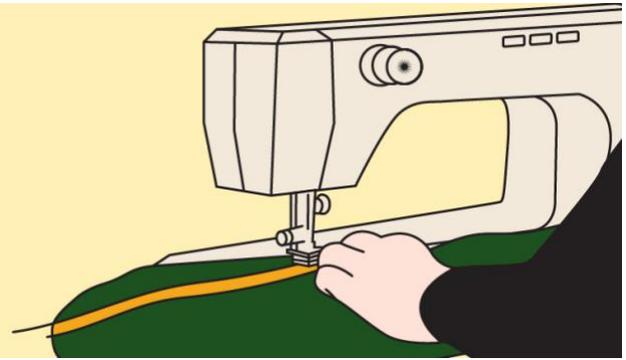
Poll results show that Australians also support this approach, with 85% agreeing that governments should use their buying power to support the Australian manufacturing industry.

Ethical Clothing Australia adds that tasking local, Ethical Clothing Australia accredited, manufacturers with making Olympic uniforms also reduces the risk of workers being exploited both overseas and at home.

"The global TCF sector has long been plagued by allegations of human rights abuses from modern slavery and precarious working environments through to wage theft and unsafe working conditions," Reilly says.



OLYMPIC & PARALYMPIC UNIFORM CAMPAIGN



“In Australia, the TCF industry is known to experience systematic exploitation, and widespread non-compliance with minimum legal standards.”

The campaign is backed by the Timber, Furnishing and Textiles Union, who say the 2032 Games are an opportunity for workers from across the industry to showcase their skills on the world stage.

“We know that there is already a wealth of talented people working in Australia’s textile, clothing, and footwear industry, and this campaign is all about creating real jobs where workers are treated with dignity and respect,” says Jenny Kruschel, the union’s TCF National Secretary.

“When we make things locally, it helps businesses grow, creates good jobs, and puts money back into our communities, which is a win for everyone.”

ENDS

Ethical Clothing Australia is an accreditation body. We work collaboratively with local textile, clothing and footwear (TCF) businesses to protect and uphold the rights of Australian garment workers. Find out more at ethicalclothingaustralia.org.au

Media contact: Maggie Hill (maggie@hillplus.com.au, 0404 196 452)

Interview opportunities:

Rachel Reilly, National Manager, Ethical Clothing Australia
Jenny Kruschel, Timber, Furnishing and Textiles Union
Warren Sanders, Director, Buckle

Poll results

- 82% of Australians think that Australian Olympic uniforms should be manufactured in Australia.
- Over 8 in 10 Australians think representing Australia and supporting local industry are reasons why Olympic uniforms should be made in Australia, and this view is shared across all demographics.
- 85% of voters think governments should use their buying power to support the Australian manufacturing industry.
- 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 while 45% believe it exists in Australia.
- 88% of Australians think governments should preference businesses who manufacture locally and have good work standards.

The survey of 1500 Australian voters was undertaken between 18th July - 25th July 2025. The poll was representative of the voting population by age, gender, region, income, education, 2025 Federal Election vote and 2023 Voice referendum vote.