



ethical
clothing
AUSTRALIA

THE MARKETING BENEFITS OF ETHICAL CLOTHING AUSTRALIA ACCREDITATION



A GUIDE FOR SOLE TRADERS AND SMALL FASHION BUSINESSES

Ethical Clothing Australia accreditation gives your business much more than our trade mark – it puts you in front of customers who genuinely care about how their clothing is made. With strong consumer demand, trusted industry recognition, and hands-on marketing support, accreditation helps small brands grow with confidence.

WHY ACCREDITATION MATTERS

Consumers are increasingly seeking clothing made ethically in Australia and look for proof they can trust. Accreditation connects your brand with shoppers who value transparency and authenticity, and want to buy from businesses like yours.



2025 MARKETING RESULTS AT A GLANCE

5.5 MILLION+ REACH

across Ethical Clothing Australia's social channels.

241,000+ VISITORS

to the Ethical Clothing Australia website.

28,000+ VIEWS

of the 'Find an Ethical Manufacturer' directory page and 42,000+ views of individual manufacturer pages.

35,000+ BRAND DIRECTORY VIEWS

of the 'Brand Directory' page and 43,000+ views of individual brand pages.

WHAT THIS MEANS FOR YOU: People are searching for ethical Australian brands. Accreditation helps them discover, trust, and choose your business.

MARKETING SOLUTIONS TO AMPLIFY YOUR BUSINESS REACH

Ethical Clothing Australia provides free marketing support that elevates accredited businesses of all sizes and strengthens visibility across Australia's ethical textile, clothing, and footwear community. You will benefit from national campaigns, targeted content, and ongoing promotion you don't have to manage on your own.



CONTENT AND CAMPAIGNS

Q&A FEATURES

Ten annual Q&A features with accredited businesses, collectively generating 900+ views each year.

MOTHER'S DAY GIFT GUIDE CAMPAIGN

Generated 3,500+ direct views.

HOLIDAY GIFT GUIDE CAMPAIGN

Generated over 11,500+ direct views, putting your products in front of shoppers during the peak gifting season.

ETHICAL CLOTHING AUSTRALIA WEEK 2025

Our social media posts received 147,000+ views during the campaign period.

FATHERS' DAY GIFT GUIDE CAMPAIGN

Achieved more than 1,200+ direct views.

We support accredited businesses throughout the year by providing assets you can use across your online and offline marketing. This means ready-made, on-brand content that helps you stay visible without extra cost or time.

EVENTS AND PARTNERSHIPS THAT GROW YOUR AUDIENCE

Ethical Clothing Australia campaigns and events support small businesses through coordinated digital promotion and increased visibility.

ETHICAL CLOTHING AUSTRALIA WEEK 2025

You will have the opportunity to run an in-person or online event as part of Ethical Clothing Australia Week and be promoted as part of our *program.

- 1.2 million impressions across digital advertising platforms.
- 407,000+ reach across paid social channels.
- 7,800+ visitors to the event page.
- Four brand awareness events across Melbourne, Sydney, Brisbane and Adelaide.

* ECAWeek2025

HOLIDAY GIFT GUIDE 2025

Join our Holiday Gift Guide and get your products in front of conscious consumers.

- The Holiday Gift Guide featured 30+ accredited businesses and received 11,500+ views during the campaign period.
- Almost 300,000 users reached across paid social channels.
- 5,000+ outbound clicks from the Gift Guide to accredited business websites during the peak gifting season.

ACCREDITATION BUILDS TRUST – AND TRUST DRIVES SALES

Accreditation gives your business:

- Verified transparency across your Australian supply chain.
- Independent credibility in a crowded, competitive market.
- A recognised trade mark that signals quality and integrity.
- Access to ongoing marketing support through Ethical Clothing Australia's national campaigns and events.

INCREASED VISIBILITY ACROSS THE COUNTRY

Ethical Clothing Australia's national marketing campaigns build awareness of accredited brands through reach and reputation. Your business will be promoted alongside a trusted community of ethical makers through the following activities and channels.

Out-of-home media including community radio, digital, and street posters.

Paid partnerships with values-aligned publications such as Peppermint Magazine.

Campaigns across Melbourne, Sydney, Adelaide, and Brisbane to broaden consumer reach.

Gift guide placement across Mother's Day, Father's Day, and the Holiday Gift Guide, giving your brand visibility during peak buying seasons.

Event exposure through Melbourne Fashion Festival and Fashion Revolution Week, introducing your brand to new audiences.

Previous **media features** include ABC News, Peppermint Magazine, Ragtrader, Good On You, Neos Kosmos, and Aloto.

For your business, this means **greater recognition, stronger trust, and more opportunities** to convert interest into sales.





WANT TO GROW WITH ETHICAL CLOTHING AUSTRALIA?

Join our community of accredited sole traders and small fashion businesses and put your brand in front of customers who care about ethical clothing made in Australia.

Start your accreditation journey today to reach more values-aligned customers across Australia. **Contact Ethical Clothing Australia's Accreditation Team** to learn more about the process and how accreditation can support your business growth.

ethicalclothingaustralia.org.au/accreditation/

[Book a call here](#)