



GOOD DESIGN GOOD BUSINESS

GOOD DESIGN AWARDS LICENSING



“The Good Design Award® trademark is a trusted friend of consumers, conscious that great design is a key feature of any purchase but is not always obvious. The Good Design Awards helps shoppers differentiate the inspired from the merely showy, and provides a benchmark for others to follow.”

Christopher Zinn
Former Director, Communications and Campaigns, Choice
and Good Design Awards Jury, 2008



In a crowded marketplace, good design gives companies their competitive edge. It separates the extraordinary from the ordinary, excellence from mediocrity and brilliant from boring.

Ultimately, good design is about making a difference – on functional, economical, aesthetic and sustainable levels. For the individual and society as a whole.

At Good Design Australia, we understand, support and celebrate this pursuit. We recognise top quality amongst the best products and services on Australian and global markets, critiqued against international benchmarks. Our Jury brings together design leaders from a diverse array of fields and countries. And, after more than 50 years, the Good Design Awards program is amongst the most trusted and recognised accolades of its kind in the world.

On behalf of Good Design Australia, I invite you to take the good design journey to the next level by proudly showcasing your achievement of excellence by displaying the coveted Good Design® Selection and Good Design Award® trademark logos on your product or service.

Dr. Brandon Gien
CEO, Good Design Australia
President, International Council of
Societies of Industrial Design (ICSID)

(Left) Chappelli NuVinci, 2012 Good Design Award® Best in Category
(Above) MOD Live Heads-up Display for alpine goggles, 2013 Good Design Selection®



Lean, green, award-winning machine.

KIA
The Power to Surprise

We might be a little biased. But since we unveiled the Optima, we knew it was going to make people look. And now that it's won the prestigious Australian International Design Award and ECO Car of the Year, we are obviously not the only ones who think the Kia Optima is a truly extraordinary car. To find out more, visit kia.com.au

Kia Optima
2011 Good Design Award®
Licensee Marketing Example

Each year, Good Design Australia invites renowned local and international design experts to judge entries for the Awards.

This Judging Panel is made up of leaders in the fields of industrial design, engineering, architecture, software and electronics design, service design, design strategy, and communications design. We select each Judge based on their area of expertise and ability to bring an individual perspective in the search for the very best in good design.

Applying one of the most rigorous evaluation processes in the world, our Judges closely inspect all entries and critique them according to strict design evaluation criteria: Form, Function, Safety, Sustainability, Quality, Commerciality and Innovation.



“Good design is when a product is environmentally fantastic, functionally brilliant and totally appealing to the senses.”

Good Design Awards Jury, 2009



BHP's Can-Am® Spyder™ RT roadster
2013 Good Design Selection®

AN INTERNATIONAL SYMBOL OF GOOD DESIGN

Consumers can be assured that products or services carrying the Good Design® trade marks have been professionally designed to the highest standards and put through their paces by an independent panel of design experts using a comprehensive set of assessment criteria.



Sunbeam Café Series® Espresso Machine
2013 Good Design Award®

Among the most respected and recognised international design endorsement symbols in the world, the Good Design® Selection and Good Design Award® trademarks are visible indicators of good design principles and an organisation's commitment to design excellence. Their connection to quality products and services leads to increased sales and point-of-sale differentiation for consumers.

"Winning the Good Design Award of the Year gave our product significant exposure. We sold more of our product in a month than we would on one year!"

Hugo Davidson, Knog

Gator
2007 Good Design Award® of the Year



Recipients of a Good Design® Award and Good Design Selection® mark through the Good Design Awards are invited to differentiate their award-winning product or service by obtaining a license to reproduce these internationally recognised symbols.

As many companies have discovered, these trade marks deliver real commercial benefits and offer an effective means of independent endorsement, differentiation, point-of-sale advantage and increased market share.

Consumers can be assured that products or services carrying the Good Design® trade marks have been professionally designed to the highest standards and put through their paces by an independent panel of design experts using a comprehensive set of assessment criteria.

Licenses are available for the following trademarks



Category

Good Design® Selection

Awarded to products or services that, in the opinion of the Judges, have satisfied the criteria for good design. There is no limit to the number of Good Design® Selections made every year.



Category

Good Design Award®

Awarded to products or services that meet and exceed the evaluation criteria. There is no limit to the number of Good Design Award® accolades granted every year.



Sustainability

Good Design Award® for Sustainability

Awarded to an entry that represents the highest level of excellence in sustainable design practices – in recognition that environmental considerations play an important role in the design and development of new products and services. This award is limited to only one winner every year that, in the Judge's opinion, will have a positive impact in promoting excellence in sustainable design.



Best in Category

Good Design Award® Best in Category

Represents the highest level of design excellence in a particular category. Only one Good Design Award® Best in Category is granted per category, with winners representing absolute best in class design.



Of the year

Good Design Award® of the Year

The Good Design Awards' highest honour, the Good Design Award® of the Year, is granted to one overall winning product or service that represents ground-breaking design at a global level. The recipient must surpass all design evaluation criteria and, in the Judge's opinion, showcase excellence in design at every level.



“Blackmagic Design was honoured to win the Good 2013 Design Award® of the Year. As an Australian based manufacturer it has driven significant brand awareness in the local market, increasing sales and helping attract the best designers and engineers to our Melbourne facility.”

**Simon Kidd, Director of Industrial Design
Blackmagic Design**

Blackmagic Cinema Camera
2013 Good Design Award® of the Year

SYMBOLS OF EXCELLENCE IN DESIGN,
INNOVATION AND CREATIVITY



“The honour of receiving the Good Design Award® for the LotusGrill® BBQ allowed us to talk to our customers with authenticity and to our competitors with authority, without spending a fortune in the process.”

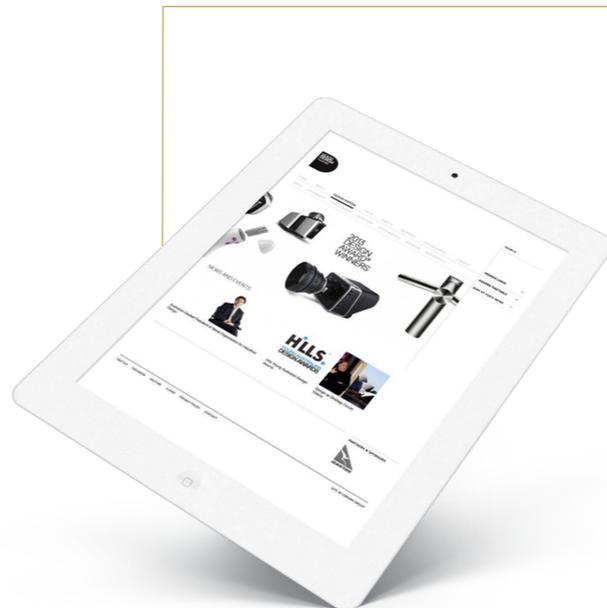
Cameron Romeril
LotusGrill® BBQ

The LotusGrill BBQ®
2013 Good Design Award®
Best in Category



MUSE
2013 Good Design Selection®

GOOD DESIGN
HELPS PROMOTE
YOUR SUCCESS.



The Good Design Australia and
Design Awards websites are viewed by
over 400,000+ unique visitors annually

Reaping the benefits of Good Design recognition hinges on people knowing about it. So we do our best to tell your story widely.

Good Design Australia has developed a vast media network, both nationally and internationally, providing significant coverage for participants in the program. Our media activity is monitored daily, with print, TV, digital and radio coverage across Australia achieving an average cumulative audience of more than 13 million readers and viewers per year.*

As well as listing entries on high traffic websites (gooddesignaustralia.com and designawards.com.au, with an average readership of 400,000+ unique visitors per year), all participants are featured in the coveted Good Design Awards Yearbook – one of the most prestigious design publications in the world of design featuring a Foreword by the Patron of Good Design Australia, His Excellency, Michael Bryce AM LFRAlA, LFDIA.

*2012 iSentia Media Monitoring Report – average annual cumulative audience of readers and viewers from media generated from Good Design Australia.

**GOOD
DESIGN**
Australia

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MORE INFORMATION

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