



**Productivity Commission Enquiry into Intellectual Property
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Senator, ICSID, World Design Organization**

Good Design Australia is an international design promotion organisation responsible for managing Australia's annual Good Design Awards program as well as a number of leading industry award programs including the Victorian Premier's Design Awards, the Design Entrepreneur Awards and the Young Australian Design Awards program.

With a proud heritage dating back to the Industrial Design Council of Australia (IDCA) established in 1958, the Australian Good Design Awards is recognised by the International Council of Societies of Industrial Design (ICSID) as Australia's peak design endorsement program.

The Good Design Awards is Australia's longest standing national design award and promotion program, and one of the few forums for professional Industrial Designers and manufacturers to showcase their design expertise to national and international audiences. As a result of nearly 60 years of design benchmarking, the program has focused on progressively raising the standard of design and innovation in Australia.

Our mission is to showcase superior examples of "original" design across a broad range of industries and design disciplines.

Original design is important and needs to be protected.

Designers combine creativity, business, and engineering talent with information on product use, marketing, and materials of construction to create the best and most appealing designs, and to make the product competitive with others in the marketplace. Industrial designers design virtually all types of articles of manufacture and help to drive innovation. Consumers make product purchasing decisions based on the appearance of product designs. Companies that invest in industrial design are more successful than those that do not.¹

Industrial designers create products that optimise appearance, function, and value. Industrial design helps make products more aesthetically pleasing, more compelling to use, and more relevant in a world that seems to change at an ever-increasing rate. It is indisputable that consumers purchase products based in large part on their designs².

"With assurance that competing products perform equally well enough, last equally long enough, and cost about the same, we can afford to purchase them on aesthetic grounds alone."³ For example, in the automotive field, "[r]eliability, braking, steering, handling, ride, and refinement are all largely on par across automakers and segments. That leaves just one chief differentiator: design⁴. The Industrial Designers Society of America (IDSA) estimates that every \$1 spent on design results in an average \$2,500 in sales for companies with sales under \$1 billion, and \$4,000 for those with sales over \$1 billion.

¹ *Industrial Designers Society of America (IDSA)* <http://www.idsa.org/about-idsa>.

² *What is Industrial Design?*, *Industrial Designers Society of America – IDSA*, <http://www.idsa.org/education/what-is-industrial-design>.

³ *Del Coates, Watches Tell More than Time 32 (2003)*

⁴ *Bob Lutz, Driven by Design, Road and Track, 108 (Sept. 2015)*

Design brings innovation to life. It is the number one ingredient that takes a great idea and turns it into a desirable and commercially successful product or service.

Design has always been at the forefront of driving innovation. Now, with the lighting-speed change in technology and constant exploration of new materials and processes, designers are finding more ways to push the boundaries. Increasingly, we are seeing more designers collaborate with scientists, researchers, engineers, business leaders and governments in non-traditional design areas such as service design, design strategy and business system design to use their skills to not only design better products, but also more efficient services, systems and business processes.

Protecting originality in design, creativity and innovation matters to us all. If Australia genuinely wants to leverage our 'Ideas Boom' and prepare us for a new golden age of prosperity, we need to place value and importance on design. If we are serious about creating a culture of ideas and entrepreneurialism, then we have to make sure that design thinking becomes the main ingredient of innovation.

Creating incentives to foster creativity and original design in Australia.

While acknowledging the many challenges with the current IP system in Australia, our view is that creativity, design and innovation simply cannot flourish in this country if we do not adopt a similar design protection regime as that of the UK and Europe.

Australia has some of the best designers in the world. We punch way above our weight in the global design arena and the outcome of our work is world class – this is evident in the high standard of Australian design in the annual Good Design Awards program that attracts some of the biggest brands and their designers in the world including the likes of Tesla, Philips, Braun, Volvo, Virgin Australia, Google, Microsoft, Audi, Uber (see full list at: www.good-design.com)

If we want Australian designers to compete at an international level, then we need to make sure they are playing on a level playground. We don't want to create a copy culture in Australia and send a message that design has no value.

Our overall mission should be to promote Australian design as the best in the world and we need a 'well-designed' IP protection regime to support this.

More information:

www.gooddesignaustralia.com

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