

# Media Release

**The Hon Colin Brooks MP**  
Minister for Development Victoria  
Minister for Precincts  
Minister for Creative Industries



Monday, 20 May 2024

## ENTRIES NOW OPEN FOR 2024 PREMIER'S DESIGN AWARDS

The Allan Labor Government is celebrating some of Victoria's leading designers, creators and innovators, with entries for the Victorian Premier's Design Awards now officially open.

Minister for Creative Industries Colin Brooks today invited entries for the awards which have honoured Victoria's leading designers, architects and design-led businesses.

The awards are presented in eight categories - Architectural Design, Product Design, Digital Design, Fashion Design, Service Design, Design Strategy, Communication Design and a tertiary Student Design category to recognise the next generation of creative professionals.

Now in its 28th year, the awards recognise the broad impact design has on people's lives - from the buildings we live in to how we access important services, do business, and experience the world.

Past Awards have honoured Victorian design innovations that have led the way nationally and internationally including the Keep Cup, the International Indigenous Design Charter, and the DreamLab app, which harnesses the computing power of idle smartphones to aid medical research.

The 2023 winner of the prestigious Victorian Premier's Design Award of the Year was the UNESCO World Heritage listed Budj Bim Cultural Landscape. Other category winners included a project which used clothing off-cuts to create zero-waste bags and hats and a post-operation recovery device for transgender people.

Victoria's design industry employs close to 200,000 people and earns more than \$6 billion annually, including \$400 million in exports.

In 2024 the awards will return to their traditional calendar year format with the winners to be announced at the Victorian Premier's Design Awards ceremony in November.

Entries are open until 19 July 2024 and are free to enter for eligible Victorian designers, architects and businesses. For more information or to enter, visit [premierdesignawards.vic.gov.au](https://premierdesignawards.vic.gov.au)

### Quotes attributable to Minister for Creative Industries Colin Brooks

*"These awards celebrate the essential role that design plays in our everyday lives and across a wide range of industries - and highlight the depth of talent and excellence in Victoria's remarkable design sector."*

*"Our design industry is not only changing lives with its innovation and creativity, but it supports thousands of Victorian jobs and generates millions for our state's economy."*