

# Media Release

**The Hon Martin Pakula MP**

Minister for Jobs, Innovation and Trade  
Minister for Tourism, Sport and Major Events  
Minister for Racing



**DELIVERING  
FOR ALL VICTORIANS**

Friday, 24 May 2019

## FROM MELBOURNE PARK TO RUNWAYS OF PARIS

The Melbourne and Olympic Parks precinct is taking rising Australian fashion designers to the world.

Minister for Tourism, Sport and Major Events Martin Pakula today announced 10 groups of Honours students from RMIT's Bachelor of Fashion (Design) are reimagining an entire uniform collection for the precinct's 1,000-strong workforce, including operations staff, ushers, security and management.

The students are teaming with Melbourne's award-winning uniform designer and supplier Cargo Crew, which is giving the students invaluable real-world experience as they embark on their careers.

The students who submit the winning designs, as selected by a judging panel, will receive a trip to this year's Paris Fashion Week, hosted by the Australian Fashion Council, including a ticket to the signature event at the Australian Embassy.

To find inspiration for a design that captures the brand and essence of Melbourne and its world-renowned sports precinct, the students have conducted extensive research including attending events at Rod Laver Arena, Margaret Court Arena, Melbourne Arena and AAMI Park.

The winners will be announced in August with the top design then refined in time to have staff kitted out for the 2020 Australian Open.

Uniform designer and supplier Cargo Crew won a competitive tender to produce the winning design in collaboration with RMIT and the winning students.

### **Quote attributable to Minister for Tourism, Sport and Major Events Martin Pakula**

*"This is a wonderful project that brings together three of the things we love about Melbourne – sport, major events and fashion. This high-profile project will open doors for up-and-coming designers."*

### **Quote attributable to Melbourne and Olympic Parks CEO Brian Morris**

*"The project provides an exciting platform for the students, with our staff coming in contact with 2.5 million visitors each year, and seen by millions around the world during the broadcast of the Australian Open."*

### **Quote attributable to Dean of RMIT School of Fashion and Textiles Professor Robyn Healy**

*"This is a significant opportunity for our students to work on a major project alongside industry partners. Our students were very excited to be invited to create a fresh contemporary look that is both appealing to the wearer and sports fans, and is distinctively Melbourne."*

### **Quote attributable to Cargo Crew Creative Director Felicity Rodgers**

*"As a former RMIT student, I understand the value in providing students with industry opportunities. I feel like I've come full circle and Cargo Crew is so honoured to have been selected for this project."*

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