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Fashion's helping hand wins award

The West Australian
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A business facilitator who helps emerging fashion designers has won the City of Perth Convention Scholarship.

Carol Hanlon the founding manager of the Textile, Clothing Footwear Resource Centre and the Belmont Business Enterprise Centre was presented with a \$10,000 scholarship by Lord Mayor Lisa Scaffidi today.

The award ceremony was held at the Perth Town Hall.

Ms Hanlon is also founder and manager of Designedge, a business incubator which provides access to business information, mentoring and an online outlet for emerging fashion designers. The scholarship is funded by the City of Perth and is an initiative of the Perth Convention Bureau, which markets WA as a business events destination.

The professional development scholarships are open to people representing a non-profit association, government agency or academic institution.

The scholarships aim to nurture "local champions" who are keen to attract conferences that align with the State's areas of excellence.

The money can be used to attend a relevant international conference with a view to attracting it to Perth in the future or to developing expertise that would assist in this process.

Ms Hanlon said she would use part of the scholarship money to attend the International Conference of Fashion Incubators in Atlanta, US, in December.

She would present a case for the next conference to be held in Perth as well as selling the Perth's credentials as a leading edge fashion design centre.

"Winning this conference for Perth would increase global recognition of our fashion industry as well the best-practice 'virtual' fashion incubator concept," Hanlon said.

"Most people focus on the glamorous, front-end of fashion but what's not always appreciated is the effort that is involved in nurturing and developing the industry and presenting it to the world."

The Lord Mayor said that Perth was an ideal conference and convention venue but much effort and resources were involved in convincing event organisers to choose the city ahead of a host of overseas competitors.

"No one has a monopoly on ideas and opportunities so it is important that initiative is encouraged. The City of Perth Convention Scholarship is one way of doing that," she said.

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