

Media Release

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3Fish Wins Green Gongs - Little Aussies Can Make the World Better

3Fish - a small Australian start-up - proved that simple, consistently applied ideas can support the sustainability of our planet and people when it won the Sustainability Leadership for SME's award at the United Nations Association of Australia's World Environment Day Awards in Melbourne on 3 June, and followed up a week later by winning the Victorian Premier's Sustainability Award for Small Business.

Established three years ago by husband and wife, Marty and Natalie Dillon, 3Fish aims to help the world 'do the right thing' by providing a range of clothing produced to exacting sustainability standards including fairtrade, certified organic and carbon neutral.

After many years in the corporate merchandise industry, Marty recognised the opportunity and the market appetite for certified, sustainable practices behind the items being bought.

3Fish, an ethical clothing company based in Woodend, took out the award for Sustainability Leadership for SMEs (organisations employing less than 500 people). Having built their ethical supply chain from scratch, 3Fish's Marty Dillon says "we are immensely proud to say we have a world class ethical supply chain in place and we are ready to assist any organisation in Australia make ethical clothing and merchandise a reality".

Now in their 12th year, the Awards acknowledge action taken at a local level to address global environmental issues.

Each year the United Nations Association of Australia recognises the important work of Australian environmental leaders through its World Environment Day Awards program.

3Fish is a little company with big goals, and an ever growing reach. "The Universal Declaration of Human Rights takes pride of place on the wall of our office", says Natalie Dillon, "so to receive this award from the United Nations is an incredible honour".

3Fish aspires to change the world by doing the right thing. We aim to put an ethical tee in every wardrobe in Australia.... and in every boardroom, restaurant, cafe, beautician, rock band.... you get the picture!

Not only does 3Fish produce cutting edge merchandise ranges for a range of organisations they also have a retail range now stocked in around 80 stockists around Australia. 3Fish presents a range of gorgeous and fabulously comfortable 100% Fairtrade certified organic cotton, carbon

neutral wardrobe basics and seasonal pieces you can feel great about on every level. 3Fish is rapidly gaining a reputation on high streets around Australia for great cuts, fabric, finish and fit.

For 3Fish, every fibre stands for something. "Because they are made from certified organic cotton, they are soft and comfortable, and you know that there are no nasty chemicals on your skin, or the skin of the people who grew the cotton." She adds: "it is also a great feeling to know that every day you pull on one of our garments, no children were employed or enslaved to produce them, and that women were paid equally to the men they work alongside."

3Fish tees have been designed in Australia, and are made in India. Marty Dillon, Managing Director of 3fish, has spent time in India walking their supply chain. "I've met the small-scale farmers who are now able to provide for their families because of fairtrade. I have seen the benefits of organic farming, and the elimination of hazardous chemicals, pesticides and chemicals from our process. I know the ginners, the spinners, and the makers."



The Premier's Sustainability Awards acknowledge leadership, innovation and outstanding achievement of those who become sustainable in their use of Victoria's resources. The Awards are in their ninth year, and this year's theme was Lead, Create, Innovate. It highlights the role leadership, creativity and innovation plays in forging a future of sustainable energy and resource use for Victoria.

The Small Business Category which we won recognises the achievements of small businesses in adopting and implementing sustainability principles to reduce their environmental impact. A small business is defined as a Victorian organisation employing less than 100 employees.

Watch Marty's speech here: <http://www.youtube.com/watch?v=8LW20v0-YU4>





The United Nations World Environment Day Award, **WSP Lincolne Scott Sustainability Leadership Award**, was awarded for environmental, social and commercial best practice program for a small business, employing less than 500 employees.

Watch Natalie's speech here: http://www.youtube.com/watch?v=0q5OIWc_b1w

BACKGROUND LINK: <http://www.unaavictoria.org.au/news-resources/winners-announced-world-environment-day-awards-2011/>