

1 February 2011

PRESS RELEASE



LIZ DAVENPORT RECEIVES OAM

January 2011 Australia Day Honours List: Liz Davenport receives OAM
“For service to the fashion industry, and the community”.

After 36 years in ladies fashion, Liz Davenport has been awarded an Order of Australia Medal
“For service to the fashion industry, and the community”.

The award was presented to the popular designer at an Australia Day celebration in Perth, Western Australia. The OAM is further recognition for Liz’s inspiring work in the fashion industry and her continued commitment to improving community life.

Overwhelmed and humbled by the recognition, Davenport said, “I’m grateful to everyone who helped me over the 36-year journey. I’m excited, inspired and very proud to be honoured. It is an acknowledgement, an endorsement and recognition of a job well done. Most of all it gives me encouragement to try even harder.”

“My heroes are volunteers - whether it’s surf lifesaving, women’s refuges, medical researchers or assistants at the local school. As a company we’ve helped with fundraising for approximately 200 charities. We’re proud to have provided a platform to raise funds and raise awareness for such great causes. The OAM brings recognition and credibility to everything we do, and for that we are very grateful. It has boosted our confidence and inspired us to climb higher up the mountain,” Davenport said.

The recognition builds on Liz’s reputation as a true leader in the field of Australian fashion and community. Her awards wardrobe includes a Fashion Industries of Australia Lyrebird Award, Fashion Industries of Australia Golden Lyrebird Award - Grand Award, and an Advance Australia Award – Contribution to Australian Lifestyle through Fashion. To find out more about what the OAM means to Liz, see over page.

ENDS

Press Contact:

Vanessa Wood

P: 0418 919 302

vanessa@lizdavenport.com.au



ORDER OF AUSTRALIA

FOR SERVICE TO THE FASHION INDUSTRY AND THE COMMUNITY

Q&A

How do you feel about OA?

Overwhelmed, humbled, excited, inspired and proud. I'm grateful to everyone who helped me over the 36-year journey.

What does it mean to you?

A great deal – it is a very high honour. It is an acknowledgement, endorsement and recognition of a job well done. Most of all it gives me encouragement to try even harder.

What have you done to deserve recognition with an Order of Australia?

From a fashion perspective:

This is my 36th year in business in a very competitive industry. Considering I started with no formal training, that's an achievement itself!

My personal career highlight was opening a store on London's prestigious Bond Street . No other Australian Designer has taken such a giant step. I paid a year's rent in advance on the fourth most expensive retail strip in the world!

From a Community perspective:

My heroes are volunteers - whether it's surf lifesaving, women's refuges, medical researchers or assistants at the local school. As a company we have helped with fundraising for approximately 200 charities, we are proud to have provided a platform to raise funds and raise awareness for such great causes.

As a company we created our "Women of Achievement" program to acknowledge women contributing to the community. There are 200 'Women of Achievement' including:

Professor Moira O'Brien Prof. of Anatomy University of Dublin

Flo Bjelke Peterson Great Australian

Jenny Seaton Radio Personality

Dr. Margaret Steinberg All aspects of Aged Care

Kaye Doncon Pilots license - fundraising Royal Flying Doctor Service

Joan Kirner Premier of Victoria

Moira Raynor All aspects of Children's Welfare

How will the Order of Australia affect your future?

- It brings respect and greater credibility.
- It opens doors wider because of the greater recognition.
- It raises your profile as a business and as an individual.
- It boosts confidence and inspires you to climb higher up your mountain.

For what projects will you use your Order of Australia?

I feel the OAM will help with my public speaking activities. The title adds credibility to everything we do as a company and that will build a new level of respect with audiences. I use my public speaking to inspire others to "have a go", and to raise awareness of charity fundraising. In business it adds kudos to me as a person and my company.

What projects are you working on?

- An overseas expansion which should happen very quickly.
- New product lines including accessories and home wares.
- I'm writing 2 books on 'How to Travel in Style' and a 'How Did I Do It' autobiography.
- My Australian "Wool to the World" project.
- I would love to launch a monthly magazine full of inspiration for women wanting more than gossip.
- I am considering a campaign to expose the onerous practices of shopping centre management that affect all aspiring business owners. Small business is the backbone of our nation; the sector is burdened with too much compliance. Small business should be encouraged not punished.
- The launch of a fashion buying group of retailers who can work together to purchase with more power and lease with a louder voice.

ORDER OF AUSTRALIA

FOR SERVICE TO THE FASHION INDUSTRY AND THE COMMUNITY

