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Fashion and business a winning match

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

Carol Hanlon is the founding manager of the Textile, Clothing and Footwear Resource Centre and the Belmont Business Enterprise Centre, which provides advice and assistance to small businesses.

She 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.

Lord Mayor Lisa Scaffidi presented Ms Hanlon with the \$10,000 scholarship at an awards ceremony at the Perth Town Hall.

The scholarship is funded by the City of Perth and is an initiative of the Perth Convention Bureau, which markets Western Australia as a business events destination.

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 develop 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, United States, in December. She would present a case for the next conference to be held in Perth as well as selling 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," Carol said.

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

Last year's scholarship winner, Dr John De Roach from Sir Charles Gairdner Hospital, was instrumental in securing the International Society for Clinical Electrophysiology of Vision (ISCEV) Symposium for Perth in 2010.



Scholarship winner Carol Hanlon with Lord Mayor Lisa Scaffidi