Stage 6 Textiles and Design

# Current Issues

Students examine current issues in the textiles industry, including globalisation and the effect on the textiles industry as well as how consumer demand has shaped the industry.

## Outcomes

* **H5.1** investigates and describes aspects of marketing in the textile industry
* **H5.2** analyses and discusses the impact of current issues on the Australian textiles industry
* **H6.1** analyses the influence of historical, cultural and contemporary developments of textiles.

[Textiles and design stage 6 syllabus](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/technologies/textiles-and-design-syllabus) © NSW Education Standards Authority (NESA) for and on behalf of the Crown in right of the State of New South Wales, 2013.

## Suggested strategies

This resource is adaptable for teachers to use with online platforms such as Google Classroom. Links to the videos and websites could be posted for students to access during learning at home. The activities and questions could be set as classwork documents within Google Classroom that the students complete and submit for a grade or feedback. Alternatively, students could receive the activities and questions as worksheets to complete and submit at a later date.

The suggested activities and questions that relate to the listed resources are not an exhaustive list and may be added to or edited to suit your students learning needs.

## Part one – globalisation

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| Focus area | HSC Australian textile, clothing, footwear and allied industries |
| Syllabus content | Current issues that affect the industry, including:* globalisation of design, manufacture, distribution and marketing
* imports/exports
* skill level of workers
* changing consumer demands and lifestyle: sun protection factor clothing, clothing made from organic sources
* manufacturing strategies, niche and mass-produced goods.
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| Resources | [BBC bitesize – globalisation](https://www.bbc.co.uk/bitesize/guides/zxpn2p3/revision/1) – website |
| Activities and or questions | Have students read through information in the listed resource and answer the following questions1. What is globalisation?
2. What has globalisation resulted in?
3. Outline (provide an overview of) the reasons for globalisation.
4. What are transnational corporations (TNC’s)?
5. Outline factors that TNC’s consider when deciding where to set up their business?
6. Outline (provide an overview of) positive aspects of globalisation.
7. Outline (provide an overview of) negative aspects of globalisation.

Apply your knowledge1. Create a multimedia presentation outlining the impact globalisation has had on the textiles industry.
	1. Provide an overview of the impacts of globalisation on the industry
	2. Outline factors textiles businesses consider when deciding where to source raw materials and labour for their products
	3. Evaluate the impact of globalisation to Australian textile consumers (such as the availability of products).
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## Part two – trade and skills

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| Focus area | HSC Australian Textile, Clothing, Footwear and Allied Industries |
| Syllabus content | Current issues that affect the industry, including:* globalisation of design, manufacture, distribution and marketing
* imports/exports
* skill level of workers
* changing consumer demands and lifestyle: sun protection factor clothing, clothing made from organic sources
* manufacturing strategies, niche and mass-produced goods
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| Resources | * [Austrade](https://www.austrade.gov.au/International/Invest/Guide-to-investing/Running-a-business/Understanding-Australian-business-regulation/Australian-export-and-import-laws)
* [Australian industry and skills](https://nationalindustryinsights.aisc.net.au/industries/manufacturing-and-related-services/textiles-clothing-and-footwear)
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| Activities and or questions | Imports and exportsView the Austrade website and complete the following questions.1. explain the concept of a free trade agreement.
2. what are tariffs?
3. analyse how tariffs assist Australian textile related businesses.
4. what assistance does the government offer to businesses to export their products (use information from [Austrade – export](https://www.austrade.gov.au/International/Invest/Guide-to-investing/Running-a-business/Understanding-Australian-business-regulation/Australian-export-and-import-laws))?

Skill level of workersView the Australian industry and skills website and complete the following questions.1. Approximately how many businesses are operating in the Textiles, Clothing and Footwear sector in Australia?
2. Suggest reasons why employment numbers have dropped in the industry over time.
3. What are the top skill development priorities for the industry?

Apply your knowledge1. Outline how one piece of legislation has impacted the Australian textiles industry.
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## Part three – consumer demands

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| Focus area | HSC Australian Textile, Clothing, Footwear and Allied Industries |
| Syllabus content | Current issues that affect the industry, including:* globalisation of design, manufacture, distribution and marketing
* imports/exports
* skill level of workers
* changing consumer demands and lifestyle: sun protection factor clothing, clothing made from organic sources
* manufacturing strategies, niche and mass-produced goods
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| Resources | * [Fibre to fashion articles](https://www.fibre2fashion.com/industry-article/search?category=articles&IsAutoSuggest=0&keywords=consumer%20demand)
* [Better cotton](https://bettercotton.org/) and [What do consumers wants - cotton](http://www.insidecotton.com/xmlui/handle/1/2601?show=full)
* [ABC – shop ethically](https://www.abc.net.au/news/science/2018-04-03/fashion-environmental-impact-of-your-favourite-textiles/9382382)
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| Activities and or questions | Consumer demands1. Create a profile on two different consumers (yourself and an older relative/carer).
	1. Give a brief outline of their demographics and lifestyle.
	2. Outline the considerations that these consumers have when purchasing textile items.
2. Explain how consumer demand impacts on the design and production of textiles. Give examples to demonstrate your point.
3. Outline how each of the areas listed below have driven innovation within the textiles industry (students could prepare a presentation or magazine article to complete this):
	1. sun-safe clothing
	2. Australian made clothing
	3. fitness
	4. going organic
	5. ethically sourced
4. Produce a poster or infographic promoting ethical and organic clothing. Outline the benefits to individuals, society and the environment. Use statistics and images to make your point.

Mass produced and niche markets1. Compare mass produced and niche markets (give a definition of each, then outline how they are different).
2. Create a case study on an Australian textile business that caters to a niche market (for example ELK the label). Include:
	1. General overview of the business
	2. Outline their target niche market
	3. Outline how their designs and method of business (for example retail store or online) are influenced by consumer demands.
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