

MEDIA RELEASE: PREPARING THE COMMONWEALTH GAMES FOR HARD YAKKA

- Hard Yakka is revealed as an Official Supporter of the Gold Coast 2018 Commonwealth Games (GC2018).
- 15,000 uniforms, equating to approximately 200,000 pieces will be produced by Hard Yakka for GC2018 Volunteers.

Hard Yakka has been appointed as the Official Uniform provider for the Gold Coast 2018 Commonwealth Games (GC2018); supplying 15,000 uniforms for volunteers, officials and Queen's Baton Relay participants.

Using the latest innovation and new technologies, Hard Yakka will design durable workwear suitable for the Gold Coast climate during the 4-15 April 2018 event.

Recognised across Australia, Hard Yakka's literal translation is 'hard work' and it's this attribute the team will embody to create the uniforms.

With a proud history of supporting multi-sport events, Hard Yakka will draw on its experience outfitting the Melbourne 2006 Commonwealth Games volunteers and create a uniform that not only fills each volunteer with pride, but also equips them to assist 1.5 million spectators and oversee sporting events at 18 competition venues.

"Our business has had a long and distinguished history in developing customised uniforms to suit the unique and demanding needs of the people who work behind the scenes at major sporting events," said Doug Swan, General Manager of Workwear Group which includes the Hard Yakka business.

"We've built a lot of corporate memory from our experiences producing uniforms for Games here and overseas. The great news is that there are a number of people who worked on the 2006 Commonwealth Games uniforms who will be involved in the 2018 range too."

Long serving Hard Yakka employee Maria Italiano was amongst the thousands of people who made the last Commonwealth Games on Australian soil a huge success and remembers the feeling of creating the last Australian uniform.

“Being a part of the last Commonwealth Games in my home city of Melbourne in 2006 was very special. It’s so important we are proud of our country and the connection we have with the rest of the Commonwealth.

“I had experience with the Australian sporting events - starting in 1998 producing the 2000 Australian Olympic team uniform – again taking on the role of Project Manager, overseeing the design, production and delivery of the uniforms.

“The Games are a celebration of how we can come together in sport and represent this wonderful nation. Our team are excited to be a part of these incredible Games once more,” Maria said.

“Volunteers and officials will get a Hard Yakka uniform that they’ll love wearing and be proud to wear. Because it will bear the Hard Yakka brand, the uniform will stand the test of endurance and keep them looking great no matter how hard they’re working.” Said Mr. Swan.

Those looking to play their part as a volunteer at GC2018 and don the Hard Yakka uniform will get their opportunity to register online from Monday, 6 February at gc2018.com

The uniforms are currently in development and expect to be unveiled later this year.

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About Workwear Group

Workwear Group is Australia’s largest workwear provider, manufacturing over six million units each year and shipping globally to over 30 countries. We are a business partner who continually adopts an end to end, solution focussed approach to managing every phase in our partners’ workwear cycle.

From small businesses to multi-national organisations with teams in place across the globe, Workwear Group has the systems, processes and passion in place to deliver the best workwear solutions for your business.



Established by David K. Laidlaw in the 1930's, Hard Yakka has been an Australian icon for over 80 years, building its reputation on producing workwear specifically designed for harsh Australian conditions. Over time we have led the way with numerous innovative and technological advances.

No matter how tough the job is, Hard Yakka workwear can handle it. It's legendary for being as hard working as the men and women who wear it. Boasting state of the art features, it's comfortable, safe and durable, it's not too hard to see why Australians choose to go to work in Hard Yakka.

Workwear Group is proud to have been appointed Official Uniform Supplier of the Gold Coast 2018 Commonwealth Games; and its brand Hard Yakka, as an Official Supporter of the Gold Coast 2018 Commonwealth Games.