

DesignCrowd Launches 100% Australian Crowdsourcing Service

25 Jan 2012 – crowdsourcing startup DesignCrowd has launched an Australian-only crowdsourcing service to help businesses crowdsource only to Australian designers

International crowdsourcing marketplace DesignCrowd – who previously specialised in helping businesses outsource or ‘crowdsource’ to designers around the world – has launched a new Australian-only country-specific crowdsourcing service. The new website – DesignCrowd.com.au – will allow Australian businesses to crowdsource designs exclusively from Aussie designers.

This innovation is unique among existing creative crowdsourcing services and offers Australian businesses the opportunity to only engage local design talent, supporting the local industry and combining the benefits of crowdsourcing with the benefits of local designers. The new website which was launched in response to customer demand to limit projects to their favourite [Australian designers](#) will also offer Australian currency, local customer service and favourite [a directory of top Australian designers](#) - important features for small business owners who are heavy users of the platform.

It's estimated that the local design industry is worth at least \$4B annually. Australian design agencies employ 11,000 designers full-time while DesignCrowd already has 60,000 designers registered on its site. The company hopes to recruit more local design talent to its ranks and is offering local design agencies a [white-labelled crowdsourcing platform](#).

DesignCrowd CEO Alec Lynch said, “Australians have been early adopters and heavy users of crowdsourcing but they also like to support local industry. Our new service will let Aussie businesses combine the benefit of crowdsourcing with the talent of the Australian design community. Clients in Sydney will be able to post a project on DesignCrowd and get 50-plus designs from designers in Melbourne to Mackay. If they want to they can also get designs from designers in places like Mumbai and Miami.”

DesignCrowd's new Australian-focussed service further enhances Australia's reputation as a leader in crowdsourcing. Ross Dawson, author of [Getting Results from Crowds](#), said “Crowdsourcing will be central to Australia's future. The growth of Australia as a global crowdsourcing hub demonstrates that we see the opportunity and are actively engaged in the reality of a world of connected work. It is exciting to see innovations such as DesignCrowd's expand opportunities for Australian businesses and put Australia on the forefront of the global crowdsourcing landscape.”

The launch of the Australian service coincides with the appointment of Google Docs pioneer Anthony Glenning to the DesignCrowd board and follows a busy 3-month period which has included [\\$3M investment from Starfish Ventures](#), the [acquisition of US business Brandstack](#) and [the launch of BrandCrowd.com](#).

Contact

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About DesignCrowd

Launched in January 2008, DesignCrowd is a leading [online graphic design service](#) marketplace for [design contest](#), [logo contest](#) and [graphic design outsourcing](#) services. The platform enables buyers to post a logo, website, print or graphic design project on the DesignCrowd network and select their favourite design of hundreds received from designers around the world. Watch [DesignCrowd's 'How It Works' video](#).

DesignCrowd's multi-million dollar business spans 159 countries and 60,000 designers and is headquartered in Sydney. In 2011, DesignCrowd received a \$3M of investment from Starfish Ventures.

About BrandCrowd

[BrandCrowd](#) (formerly Brandstack) was launched in April 2008 and is the world's largest marketplace for ready-made brands and logo designs. BrandCrowd helps logo designers monetize their unused logo designs, brands and domains. BrandCrowd is owned by DesignCrowd.

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