

## Media Statement

### **“More than just a haircut” – New Accord Infographic illustrates how the socio-economic benefits of Australia’s hairdressing sector are enhanced by our industry’s quality products**

**Sydney. Thursday, 4 May 2023.** Following the release in late October 2022 of the second EY-Accord State of the Industry Economic Study, Accord has been developing profiling infographics to illustrate the broader role hygiene, personal care and speciality products play in supporting other key Australian industries.

Launched today is the Economic value of the Hygiene, Personal Care & Specialty Products Industry, Case Study: Hairdressing in Australia Infographic.

“There are very few industries as ubiquitous within Australia as hairdressing and barbershop services, making this small business sector one of our most significant nationally,” Accord Executive Director Bronwyn Capanna said.

“Hairdressers and barbers are part of all communities across Australia, crossing age and cultural boundaries.

“The EY-Accord case study in last year’s state of the industry economic report measured the hairdressing and barbershop sector as having a \$5.3B total economic footprint, with an estimated 20,413 businesses employing an estimated 68,983 Australians.

“As impressive as these figures are, they only tell part of the story. Few small businesses are as valued by their communities as the local hairdresser or barbershop.

“You only have to think back to the days of the strictest COVID-19 lockdown rules to remember how much hardship many of us felt when unable to get to the hair salon or barber for our regular haircut or treatment.

“A growing body of academic research backs up this community experience and demonstrates that the social connection we often develop with our hairdresser or barber can provide mental health benefits that filter positively throughout society.

“Accord’s new Infographic summarises a number of key findings that show this small business sector delivers much more than just a haircut. For example, this is reinforced by a recent survey in Germany that found just on 70 per cent of people agree that a ‘visit to the hairdresser is part of being human’.

“The many types of professional-use hair products that Accord member businesses manufacture and supply play a significant role in adding value to the services offered by hair salons and barbershops.

“Hair dyes and tints, shampoos and conditioners, and specialist treatments for hair, beards and scalps — all of these quality products greatly enhance the array of services offered by the Australian hairdressing and barbershop sector.

“We are proud of the strong and longstanding commercial relationship developed between our industries and Accord members look forward to continuing to deliver essential economic and social benefits through supply into hairdressing and other industries well into the future”, Ms Capanna concluded.

Accord’s Hairdressing in Australia 1-page Infographic can be accessed at [https://accord.asn.au/wp-content/uploads/2023/05/Accord-Infographic-6\\_Hairdressing-case-study\\_2023.pdf](https://accord.asn.au/wp-content/uploads/2023/05/Accord-Infographic-6_Hairdressing-case-study_2023.pdf).

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