



The Australian Made Campaign

12 NOVEMBER 2019

MEDIA RELEASE

Australian Made gifts support to Aussie manufacturers through new partnership

The Australian Made Campaign (AMCL) is partnering with Australian Gift & Homewares Association (AGHA) to support the growth of Australia’s gift and homeware manufacturing industry, welcoming them as its newest Campaign Associate.

Formed in 1977, AGHA is a not for profit organisation that is committed to maximising the potential of Australian businesses in the gifts and homewares sector by providing trading opportunities, businesses services, education and retail contacts.

This year AMCL will be partnering with AGHA to launch the ‘Australian Made Pavilion’ at the 2020 Sydney Gift Fair, a dedicated space for Australian manufacturers to showcase Australian-made products.

“We are thrilled to partner with AGHA to support the growth of this sector and help provide expanded channels to market for Australian manufacturers,” said Ben Lazzaro, Australian Made Chief Executive.

“Aussie manufacturers produce innovative products to some of the highest quality standards in the world, which makes them ideal for gifting year-round. 90%ⁱ of Australians have a preference for buying Aussie, so it makes sense for retailers to stock authentic Aussie products.”



According to Roy Morgan research, Australians prefer to buy Australian-made products, with 73%ⁱⁱ preferring Australian children and baby products, 72% in animals, pet and pet care, 60% in furniture and home furnishing, and 58% in beauty, personal care and cosmetic categories.

Dr Wayne Castle, CEO of AGHA, said “We are proud to be officially partnering with Australian Made to support and promote the Australian makers that contribute to the growth of the local retail industry.

AGHA is the leading peak industry body and supports thousands of Australian businesses every year. Not only is this partnership a great fit for our association and our members, it further cements our commitment to supporting Australian businesses and the local industry.”



Recognised as Australia’s leading industry events, AGHA Gift Fairs are attended by key buyers across Australia, New Zealand and the Asia-Pacific region.

Sydney Gift Fair is Australia’s largest retail trade exhibition run exclusively by the industry, providing a trade-only platform for buyers and sellers in the industry to network, acquire knowledge and do business.

“We are excited to announce as part of our new partnership. We will be launching a brand-new Australian Made pavilion at our upcoming trade exhibition, Sydney Gift Fair 2020,” Dr Castle said.

“Local businesses produce some of the most innovative and quality products in the market, and we are excited to promote these products and designers on a national level. Many of our members attend Sydney Gift Fair looking to purchase quality Australian Made retail products, so are excited this new pavilion will help meet the industry demand”.

The Sydney Gift Fair will be held at Sydney Olympic Park from 21-24 February 2020, and showcase the latest wholesale products across gift, homewares, fashion, kids and toys, health and wellbeing industries. Open to trade visitors, entry is free. Visitors can register to attend at sydneygift.com.au. To find authentic Aussie products online, please visit australianmade.com.au.

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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

Free ph: 1800 350 520

www.australianmade.com.au

ⁱ Roy Morgan Single Source (Australia), Oct. 2017 - Sep. 2018

ⁱⁱ Roy Morgan (Australia), Oct. 2019