



The Australian Made Campaign

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MEDIA RELEASE

Support our Aussie Makers this Christmas

The Australian Made Campaign is urging shoppers to support local manufacturers, farmers and retailers by looking for the Australian Made, Australian Grown logo this Christmas.

“Shopping locally and supporting local Australian businesses is a great way to give back to your community this Christmas. It’s been a tough year for Aussie farmers and manufacturers, particularly those in regional areas affected by fire and drought. Every dollar spent on locally made and grown products this Christmas will have a direct impact on the livelihoods of Aussie growers and manufacturers, as well as the wider community,” said Ben Lazzaro, Australian Made Campaign Chief Executive.

“Australian manufacturers produce some of the best products in the world and should be celebrated by shoppers here and overseas this festive season. Shoppers should look for the Australian Made logo to be sure they’re buying genuinely Australian products this December.

When you buy Aussie made and grown products, you know what you are getting—products grown in our clean, green environment and made to the highest of manufacturing standards. At the same time, you are supporting Australian industry.”



Angus and Sarah Barrett in their workshop in Orange, NSW

Proudly manufacturing all of its saddlery and leather goods in Orange, NSW, Australian Made Licensee, Angus Barrett, said the impacts of buying local go far beyond the economic benefits.

“We’re so proud of our Australian Made logo, and we think our customers are too. Supporting Australian Made this Christmas means that you are supporting Australian families and local communities, all while keeping important trades and manufacturing skills alive,” said Angus Barrett, Founder and Owner of [Angus Barrett Saddlery & Leather Goods](#).



Recent consumer research from Roy Morgan found that 84% of Australians associating the Australian Made logo with support for local jobs and employment, while 58% associate it with products that are of high quality and 57% with products that produced using ethical labour.

Brenden Hartmann, General Manager of the iconic [Budgy Smuggler Swimwear](#), said “Australian consumers care about quality, which is why we've kept our manufacturing in Australia, and it's something we're quite proud of - being Australian Made and Owned and producing high-quality swimwear.

Buying locally this Christmas helps keep small Aussie businesses, like ourselves, operating in the country and is directly supporting Australian jobs.”

The Australian Made logo will feature on more than 20,000 products this festive season. For gift ideas, shoppers can visit the Australian Made Christmas Crackers Gift Guide at www.australianmade.com.au/products/christmas-crackers-2019.

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[HIGH RES. IMAGE DOWNLOAD](#)

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.

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www.australianmade.com.au