



# The Australian Made Campaign

21 JANUARY 2020

## MEDIA RELEASE

### A reminder to celebrate our Aussie makers and growers this Australia Day

The Australian Made Campaign (AMCL) is calling on consumers to support local growers and manufacturers this Australia Day by looking for the iconic green and gold kangaroo when shopping for genuine Aussie products.

Australian Made Chief Executive, Ben Lazzaro, highlighted the importance of supporting local businesses this Australia Day, especially those in regional and bushfire affected areas, to help communities bounce back in what are extremely challenging times.

“Australian-made and -grown products play an important role in our economy. It’s been tough for Aussie farmers and manufacturers, particularly those in rural and regional areas affected by fire and drought,” said Mr Lazzaro.

“We need to rally behind our local businesses. Every dollar spent on locally made and grown products will have a direct impact on the livelihoods of Aussie farmers and manufacturers, as well as the wider community.

We are so lucky to have access to some of the best products in the world made right here in our backyard. Shoppers should look for the Australian Made logo to be sure they’re buying genuinely Australian products.”



*MiniJumbuk staff shearing sheep in Naracoorte, South Australia*

These sentiments were echoed by Australian Made licensee MiniJumbuk. Located in the country town of Naracoorte in South Australia, MiniJumbuk Managing Director, Darren Turner, said buying Australian Made products is the best way to help local businesses and communities.

“I think it’s important that all Australians realise that every time they purchase an Australian Made product they are supporting the entire country, and in that country, you get these small communities like Naracoorte.



I just think if there is a choice between buying something that is made locally in Australia versus something made overseas, why not make the choice to play a part in supporting local communities and our country. The more we can manufacture here, the more we can make Australian Made products here, the strong and better our country will be,” said Mr Turner.

Established in 1975 by local sheep shearer, Don Wray, MiniJumbuk has grown to become a global leader in the design and manufacturing of premium wool bedding products. Mr Turner believes part of the company’s success is down to its local roots.

“I believe that MiniJumbuk being base in a small regional town in the heart of Australia’s prime wool growing areas plays a big part in the brand. Customers like authenticity, they like traceability.

It’s really important that we remain in this community. We love being part of Naracoorte, and I think Naracoorte certainly loves having MiniJumbuk as part of its town.”

Another Australian regional grower and manufacturer of the only Australian Garlic Oil, produced from 100 per cent Australian grown garlic, Australian Garlic Producers (AGP) Chief Executive Officer, Nick Diamantopoulos, explained the importance of looking for the Australian Made, Australian Grown logo when shopping.

“I encourage everyone to buy Australian – it helps our country, and it is as simple as that. You have to look after your own backyard, and we need to support local products and produce,” Mr Diamantopoulos said.



*Australian Garlic Producers CEO, Nick Diamantopoulos*

AGP is Australia’s largest garlic grower, operating several growing locations across New South Wales and Victoria and supplies garlic to Australia’s largest food retailers including Woolworths, Coles and Aldi.

“I think it’s also important for the consumers to know that what they are ingesting is safe, has full traceability and is grown in a clean, green environment. The Australian Made, Australian Grown logo really represents everything we stand for. Growing and manufacturing fresh produce in Australia helps the economy, it creates jobs, and it helps our country prosper.”



## The Australian Made Campaign

MiniJumbuk and AGP are part of AMCL's new Australian Makers video series. The short-form video collection seeks to celebrate Australia's diverse and evolving manufacturing sector and shine a light on the people, processes and stories behind some of our most loved Australian products.

You can watch the Australian Makers series at [www.australianmade.com.au/ausmakers](http://www.australianmade.com.au/ausmakers).

--ENDS--

[MP4 VIDEO DOWNLOAD](#)

[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

Caitlin Blair, Media and Communications Officer

P: +61 3 9686 1500 / 0425 003 373

E: [caitlin.blair@australianmade.com.au](mailto:caitlin.blair@australianmade.com.au)

### 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](http://www.australianmade.com.au)