



The Australian Made Campaign

10 FEBRUARY 2020

MEDIA RELEASE

Show your love for Aussie Makers in bushfire affected areas this Valentine's Day

This Valentine's Day, the Australian Made Campaign is urging consumers to show their love for Aussie growers and manufacturers based in bushfire-affected areas.

"The best support you can give Aussie businesses in fire-affected areas is your business. This Valentine's Day we are encouraging consumers to put their money directly into the pockets of the people and businesses that need it most and support businesses listed on our Bushfire Bounce Back page," Australian Made Campaign Chief Executive, Ben Lazzaro said.

Launched this week, Australian Made's Bushfire Bounce Back page lists over a hundred genuine Australian Made products from businesses located in bushfire-affected communities^.

"Rallying behind these businesses now and in the coming years is one of the most important things we can do. It's been tough for many of our Australian manufacturers and growers, so we are encouraging consumers to exercise their preference for Australian products and buy local."



Australian Made scented candles from Beloved Scents in Nowra, NSW

Underpinned by a third-party accreditation system, the green and gold kangaroo logo is Australia's most trusted and recognised country of origin symbol.

"Consumers are becoming more discerning with their purchasing choices and seeking out Aussie products that are unique, made ethically or with minimal environmental impact—attributes inherent to many Australian-made products. The best way to make sure you are buying Australian is to look for the Australian Made, Australian Grown logo."

Australian Made greeting cards, scented candles, handcrafted jewellery, bath bombs, vases and many other products from local manufacturers are all featured on the page.



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Ben Lazzaro also highlighted the importance of buying locally on February 14th for the broader industry, with many flowers imported from overseas.

“Most Australian’s would be surprised to know that their Valentine’s Day flowers have travelled thousands of kilometres to get to them. Country of origin labelling is not mandated in the flower industry, leaving many consumers unaware of where their flowers were grown.

Looking for the iconic green and gold kangaroo logo is the easiest way to make sure your flowers are grown here,” said Mr Lazzaro.

“When you buy Australian Made products, you are supporting the larger Australian economy as a whole. From local growers and manufacturers to wholesalers and retailers, the flow-on effects from your purchases can be huge.”

You can visit Australian Made’s Bushfire Bounce Back page at www.australianmade.com.au/bushfirebounceback

—ENDS—

^These businesses are located in postcodes identified for deferral by the Australian Taxation Office.

[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