



JUNE 2015

CASE STUDY

Celebrating Australian Made craftsmanship: Sunstate Jewellers

Sunstate Jewellers creates elegant jewellery from ethically sourced diamonds and locally sourced gemstones, combined with eco-friendly refined gold on Queensland's Sunshine Coast. The family business, founded in the early 1970's, built its reputation on unique, quality, Australian Made craftsmanship, and their jewellery is stocked in independently owned retail outlets throughout the country.

There are fewer jewellers manufacturing products locally these days. Lower tariffs on cheap imports opened the floodgates to overseas competitors, but Sunstate Jewellers has maintained its foothold in the market, and still prides itself on manufacturing entirely locally, which is why it certifies all its jewellery as Australian Made.



"We are unique because we source and manufacture locally, so it makes sense for us to highlight that point of difference," Sunstate Jewellers Managing Director, Rita Williams, said.

"We believe in sourcing sustainably, locally, just like our customers do. The Australian Made logo helps us demonstrate that and we are proud to be certified to use it."

"We feature the Australian Made logo online, in all of our marketing collateral and in-store, and all of the retail outlets we supply to promote it at point of sale for us," Ms Williams said.

"We offer a 25-year written manufacturer's guarantee on both materials and workmanship with each purchase and the logo features on this as well."

Sunstate Jewellers takes this guarantee one step further through its hallmarking system, hand striking each piece with its workshop mark to demonstrate its commitment to long-lasting quality and allow items to be traced back should they be lost or require repairs decades later.

"Australian Made jewellery is made to last, but we try and add value however we can, and respect that a purchase is often a long-term investment," Ms Williams said.

Sunstate Jewellers also offers collaborative design services.



"Being able to personalise a piece of jewellery and put a face to the pair of hands that created it is much easier when you buy from a local manufacturer – as is tweaking the final product – and because jewellery can be so personal, it can be nice for customers to be more involved in the process," Ms Williams said.

To find out more about Sunstate Jewellers, visit <http://www.sunstatejewellers.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.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au