



The Australian Made Campaign

18 APRIL 2016

MEDIA RELEASE

Fashion Revolution Week showcases Australian Made producers

Fashion Revolution Week will showcase Australian Made producers again this year, with local labels taking shoppers behind the scenes of their supply chains to reveal the people and processes involved in sustainable Australian manufacturing.

The 'revolution' uses social media to spread the very important message about supporting locally made, ethical fashion, encouraging consumers to turn their clothes inside out and ask the question 'who made my clothes?'.

Australian Made Campaign Chief Executive, Ian Harrison, said the initiative provided a valuable platform for Australian clothing and accessory manufacturers, who make products to some of the highest manufacturing standards in the world, supporting local jobs and local industry.

"The Australian Made Campaign is proud to support Fashion Revolution Week and this country's exceptional makers and manufacturers," Mr Harrison said.

Merino Country, a manufacturer of Australian Made merino products, was founded by Kerrie Richards in the shearers' quarters on her family's sheep and cattle station in Western Queensland. The company has been working with Australian farmers and fabric processors for 23 years and all garment production is done in-house in a factory in Brisbane.

Ms Richards said initiatives like Fashion Revolution Week were a great opportunity for consumers to get to know the people and processes behind their favourite brands.

"We made a conscious decision to manufacture in Australia as it enables us to have better control over the quality of our product and respond quickly to our customers' needs. Many of our customers actively look for the Australian Made logo, so they can have confidence in the quality of their clothes and know that the people making them are being paid correctly and have good working conditions," Ms Richards said.

"Between 80 and 100 people contribute in different ways throughout the supply chain to produce just one of our wool t-shirts. We are proud to support Australian jobs and industry, and contribute to our community and economy."

Anyone can get involved in Fashion Revolution Week by posting a 'selfie' on social media, either showcasing an Australian Made brand with the caption 'I know who made my clothes' or calling out to brands with the question 'who made my clothes?' using the hashtags #whomademyclothes and #AustralianMadeCampaign.

Fashion Revolution Week runs from 18-24 April. For more information visit www.fashionrevolution.org.

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[HIGH RESOLUTION IMAGES AVAILABLE TO DOWNLOAD HERE:](#)

Merino Country growers, Tom, Sophie and Thomas Holt on their farm 'Coonong Station', in Urana, NSW



Merino Country machinists, Sue Crouch and Linda Hamm



Merino Country Owner and Designer, Kerrie Richards



NOTE TO MEDIA

Interview and vision opportunities are available. Please contact us if you would like to schedule a time.

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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 thirty years. It does this 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.

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 2500 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

ABOUT MERINO COUNTRY

Merino Country is one of Australia's leading manufacturers of merino products and was founded by Kerrie Richards in the shearer's quarters on her family's sheep and cattle station in Western Queensland. Kerrie and her husband, Malcolm Pain, a former beef and crop farmer, now run their business from Brisbane.

An extension of the family wool enterprise in Western Queensland, Merino Country specialises in Australian merino fabrics and garments and have developed their own easy-care, merino jersey designed specifically for comfort, durability, safety and performance in extreme conditions.

The range includes travel gear, active wear, thermals and underwear for the whole family for work, travel and leisure. Merino is also ideal for the workplace and along with their products being used by farmers, miners, tradies and truckies, Merino Country also supplies products to the Australian Defence Force, Victoria Police and Border Control.

www.merinocountry.com