

23 JANUARY 2019

## MEDIA RELEASE

### The mark of Aussie authenticity – a reminder to support local businesses on Australia Day

Whether you're having a barbie or grabbing your thongs and heading to the beach, the Australian Made Campaign is reminding consumers to celebrate authentically Aussie products this Australia Day.

"We are so lucky to have access to authentic Australian products made right here in our backyard," Australian Made Campaign Chief Executive, Ben Lazzaro, said.

"Australia Day provides the perfect opportunity to celebrate all the great things we grow and make.

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. It's been a tough year for Aussie farmers and manufacturers, particularly those in regional areas affected by fire, drought and floods, so let's get behind them this Australia Day and beyond."

Whether buying Aussie thongs, bathers, sunscreen or BBQs, you are supporting Aussie jobs and investing in Australia's future.



Roy Morgan Research found that [89%](#) of Australians have a preference for buying Aussie products.

"Australians are passionate people, and the importance we place on 'buying local' supports that. To ensure you're buying 'True Blue' look for the famous green and gold kangaroo logo—the true mark of Aussie authenticity," Mr Lazzaro said.

Australia Day is a great day to celebrate all things Aussie. Here is a selection of genuinely locally-made Australia Day essentials:

- [Thongs Australia](#)
- [Budy Smuggler Swimwear](#)
- [Lifesaver Sunscreen](#)
- [Rid Insect Repellent](#)
- [Beach Bags](#)
- [Heatlie Barbecues](#)
- [Swags](#)



## The Australian Made Campaign

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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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