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MEDIA RELEASE

Australian Made welcomes the Caravan Industry Association of Australia as its newest Campaign Associate

The Caravan Industry Association of Australia (CIAA) is partnering with the Australian Made Campaign, to support and promote the Aussie manufacturers that contribute to Australia's caravanning and camping industry.

As the peak national body for the Australian caravanning and camping industry, CIAA represents more than 3,500 businesses across the entire supply chain; from suppliers to manufacturers, to retailers, repairers and accommodation providers.

Australian Made Campaign Chief Executive, Ben Lazzaro, said "It's wonderful to see the Australian Made logo paired with the CIAA. Caravanning and camping are quintessential Australian pastimes which are underpinned by an extensive network of businesses, including some of Australia's most impressive manufacturers. This industry produces some of the highest quality products and employs thousands of Australians, so it's important we support it and help it continue to thrive.

The Australian Made Campaign looks forward to working with The Caravan Industry Association of Australia to further strengthen the important contribution the industry makes to the Australian economy and local communities."



Ben Lazzaro, Australian Made Campaign Chief Executive, with Stuart Lamont, Caravan Industry Association of Australia CEO



[CIAA](#) estimates the caravan and camping industry generates more than \$20 billion worth of economic activity annually, much of which is spent in regional Australia.

“The Australian caravan manufacturing industry is steeped in history and continues to prosper despite strong international competition when other automotive manufacturing in Australia is falling away,” Caravan Industry Association of Australia CEO, Stuart Lamont, said.

“The Aussie supply chain employs Australians and generate nearly \$1 billion in wages alone, annually employing over 20,000 Australians. Caravans, campers and motorhomes are carefully crafted and carry with them the hard work and dreams of many Australians.

The local manufacturing industry designs and manufactures these products for the harsh conditions that Australians like to put their products through, and Australian consumers deserve to better understand that a strong local Australian manufacturing industry exists, and where their RV products come from,” explained Mr Lamont.

According to [Austrade](#), in 2018 there were nearly 12 million caravanning and camping trips taken by Australian holiday-makers, accounting for 54.8 million nights in caravan and camping style accommodation, up 9% from the previous year.

“This important source of capital supports local regions and brings vital new money into local communities, if the caravanning and camping industry in Australia were to decline, this significant contribution would be under risk,” Mr Lamont said.

Australian Made caravan manufacturers include:

- [Hilltop Caravans](#)
- [Jayco Caravans](#)
- [Lotus Caravans](#)
- [New Age Caravans](#)
- [On The Move Caravans](#)
- [Traveller Caravans](#)

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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.



The Australian Made Campaign

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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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