



**MEDIA RELEASE**  
23 NOVEMBER 2020

## **'Tis the season to support our remarkable makers**

The Australian Made Campaign is urging shoppers to support local manufacturers, farmers and retailers this Christmas by looking for the Australian Made, Australian Grown logo.

Australian Made Campaign Chief Executive, Ben Lazzaro, said the instantly recognisable (99%) and widely trusted (92%) green and gold kangaroo logo is the easiest way for shoppers to identify authentic Aussie products.

"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 pumping money back into the economy, which helps to keep Aussie jobs, strengthen local industries and supports local communities. Remember, you can be sure it's a genuine Aussie product by looking for the Australian Made, Australian Grown logo," said Mr Lazzaro.

"This Christmas, we are urging consumers to think about the knock-on effects of their purchases. When you buy Australian Made products you are helping to support Australians at all stages of the supply chain, from the local makers and growers to wholesalers and retailers, the flow-on effects from your purchases can be extremely impactful."

Australian Made Retail Supporter, Remarkable Humans, is making it easier than ever for shoppers to support local makers this Christmas following the recent launch of its online shopping platform that offers Australian-made products.

Remarkable Humans Co-founder, Eliza McGivern, said "We were still coming to terms with the devastating summer bush fires, years of drought; and then the Coronavirus pandemic hit. Our plans were put on hold, loved ones fell ill to the virus, borders closed, and as social distancing kicked in, we watched businesses all around us do their best to adapt. I had work opportunities disappear overnight, and on March 28, my niece Jemma (Wilson), lost her job. That was our tipping point – and as a result, we decided to join forces, combine our talents, and do something that would make a difference for Australians."

"Remarkable Humans is all Australian-made, all in one place. We share the stories of the brand owners, and the positive impact your purchase makes on them, their staff, families, and their ability to give back to the community in other ways."

One of Australia's first curated Australian-made marketplaces, Remarkable Humans features some of Australia's finest pioneering retail brands, alongside emerging and innovative ones that are just waiting to be discovered.

"Aussies want to know how to help support our country's economic recovery, and what they can do to make an impact. The simple answer is to start small, just one conscious purchase decision at a time. Consider where your money spent on gifts this year will go. If you make a conscious switch to finding something that is made in Australia, the impact is real. It has a significant multiplier effect that keeps people in jobs, creates new ones, and supports our industry and all the peripheral services that bring that product to shelf, or shopping cart!"

The Australian Made logo will feature on thousands of products this festive season, from Australian Made swimwear and skincare to toys and toolboxes, there is an abundance of great Aussie gifts to buy.

For gift ideas, shoppers can visit Australian Made's Christmas Crackers Gift Guide [here](#), or download Remarkable Human's Christmas Gift Guide at [www.remarkablehumans.com.au](http://www.remarkablehumans.com.au).

**--ENDS--**



## [DOWNLOAD HIGH RES IMAGES](#)

### **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**

Caitlin Blair, Media and Communications Officer

P: 0425 003 373

E: [caitlin.blair@australianmade.com.au](mailto:caitlin.blair@australianmade.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.

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 3500 businesses are registered to use the AMAG logo, which can be found on more than 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

Free ph: 1800 350 520

[www.australianmade.com.au](http://www.australianmade.com.au)