



MEDIA RELEASE
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A call to celebrate Aussie makers this Australia Day

This Australia Day, the Australian Made Campaign (AMCL) is calling on Australians to come together and celebrate all things 'Australian Made' by supporting local Aussie growers and manufacturers. Whether it be a BBQ in the park or a gathering with friends and family, be sure to look for products carrying the iconic green and gold kangaroo, to be sure they are genuinely Aussie.

This Australia Day provides a unique opportunity to acknowledge the resilience and ingenuity of Australia's manufacturing and agricultural sector, and the vital role they played in helping navigate the country through an extremely challenging period.

Australian Made Campaign Chief Executive, Ben Lazzaro, said, "Last year was a tough one for so many Aussie businesses. With borders closed and restrictions put in place, many manufacturers had to adapt and innovate to meet the challenges of 2020. Now, as we look to the year ahead, Australia Day provides the perfect opportunity to celebrate all the great things we make and grow, and a time to reflect on the tremendous impact buying Australian can have.

When you buy Australian Made products, you create jobs, now and into the future, and support thousands of Australians throughout the supply chain. It has been inspiring to see Australians come together and place a renewed importance on buying local in recent times. The Australian spirit has never been stronger"

In nearly every product category, there is an Australian option. Whether you are looking to buy Aussie thongs, bathers, sunscreen or BBQs, Australian Made is calling on Australians to look for the iconic green and gold to be sure they are buying Australian.

Mr Lazzaro said, "By calling on Aussies to buy Australian, not only will we get products made to some of the highest quality and safety standards in the world, we can create local jobs and economic activity that will aid our nation's recovery from the COVID-19 pandemic, while also strengthening our local manufacturing capabilities. Every dollar spent on locally made and grown products has a direct impact on the livelihoods of Aussie makes, as well as the wider community."

To make things easy, Australian Made has put together a list of Australia Day essentials:

- [Fashion Fish Designs Sand-free Towels](#)
- [Stakrax Fridge Bottle Rack](#)
- [Boss BBQ Smoker](#)
- [We Are Feel Good Inc Sunscreen](#)
- [Pluggers Thongs](#)
- [Kerry Sea Design Beach Bags](#)
- [321 Filter Bottle](#)
- [Ozeano Vision sunglasses](#)
- [The House of boobah Rashies](#)
- [Pride Swimwear](#)

To find more authentic Australian products, visit www.australianmade.com - Australia's biggest online directory of genuine Aussie products.



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[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 3600 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.

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