

AKUBRA HATS: MAKING ICONIC AUSTRALIAN HATS FOR MORE THAN 135 YEARS

Akubra Hats is a fifth generation Australian family-owned business, specialising in the production of fur felt akubra hats.

The traditional hats are an iconic part of Australian history, and Akubra Hats have played a key role in that history, supplying Australians for more than 135 years, including the military since WWI.

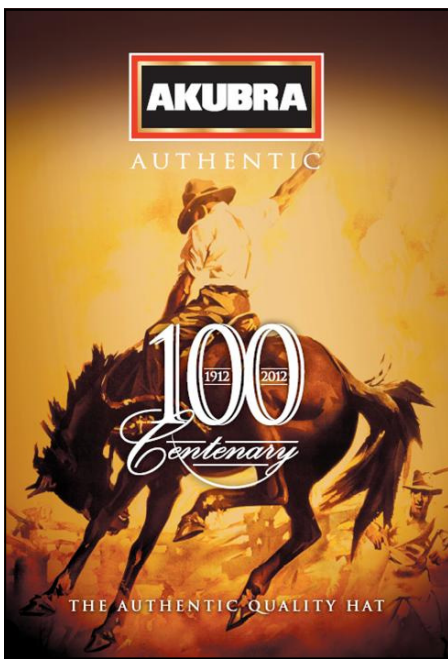
Keeping manufacturing in Australia has ensured the excellent quality of their hats throughout that time and retained their authenticity as genuine Aussie products.



The production process hasn't changed since the company began all those years ago.

"Manufacturing in Australia is important to us and it's something we are proud of," Company Secretary, Roy Wilkinson, said.

"As a family business it's not just about maximising profits, it's about looking after the people that work in your factory and the people that supply you with your raw materials and other services."



"The Australian Made logo embodies those values, so it was a good fit," he said.

"We are huge supporters of the Australian Made campaign and very passionate about what it achieves."

Akubra Hats recently renewed their contract to supply slouch hats to the Australian military on the back of this philosophy, ensuring the traditional part of the military uniform will continue to be made here in Australia.

Slouch hats could have been partially sourced overseas under procurement guidelines aimed at ensuring taxpayers "receive the best possible value from defence spending" (short term accounting at best), but an exemption was granted allowing the Commonwealth to stipulate the hats be made in Australia, on the basis they were a 'national treasure of historic value'.

A new tender was issued with a greater emphasis on Australian content and Akubra Hats was one of two hat makers contracted to supply the military for the next five years. Akubra's hats will have the highest level of Australian content, at 98%.

Their Industry Capability Plan will ensure they will continue to grow the industry by using local suppliers, both old and new, well into the future.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.