

WESTHAVEN STAYS A STEP AHEAD WITH AMAG LOGO

The Westhaven Association continues to support adults with intellectual disabilities by staying a step ahead of its competitors.

The registered charity's sole mission is to provide supported accommodation and employment to adults with intellectual disabilities—something it has done since 1957.

For over 30 years workers, like Richie Smith and Jenny Northy (pictured), have been producing quality Ugg boots and related sheepskin products at Westhaven's factory in Dubbo in NSW's central west, under the Two Sheep brand name.



General Manager Gordon Tindall has seen imported footwear make "considerable inroads" into the Australian market over the last 10 years.

"Some importers use an Australian sounding brand name to convey an Australian image when the product is not Australian," Mr Tindall says.

To overcome this challenge, Westhaven registered to use the Australian Made, Australian Grown logo seven years ago.

"Not only does this proudly flag our products as a genuine Australian made item, but it also assists consumers in being able to readily identify our product from imported products, thus giving Westhaven a competitive advantage in a very competitive market."

The Two Sheep brand targets three markets in particular – mothers buying for the family; 18-30 year-olds with good disposable income and older people. The products are sold online and through a number of retailers along the east coast of Australia.

Westhaven emphasises its Australianess by using the famous green and gold symbol on its products, website and catalogues. It also advertised on the AMAG website, increasing traffic to its own website and sales.

"In the present climate of strong nationalism and with consumers wanting more genuine Australian made products, it makes good sense for us to support a strong Australian made campaign and we are very proud to be able to display the AMAG logo on all our products and at our outlets," Mr Tindall says.

To find out more about the Westhaven Association go to www.twosheep.com.au or call 02 6882 4111

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.