



MEDIA RELEASE
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Put Aussie Made at the top of your Christmas list

Australian Made is urging consumers to ‘think local’ this festival season and purchase products carrying iconic green and gold kangaroo.

[New research from Roy Morgan](#) reveals Australian retailers are set to receive an expected \$69.7 billion boost in sales in the six-week peak season leading up to Christmas - a 2.7% increase on last year’s figures. The average shopper is forecasted to spend \$707 on gifts, up from \$646 in 2023.

Australian Made Chief Executive Ben Lazzaro said Christmas is an excellent opportunity for shoppers to show their support for local producers and prioritise Aussie purchases.

“It’s important Australians are conscious of their purchasing power this festive season. Australian-made products are not only made to some of the world’s highest manufacturing and safety standards, they also have significant social, environmental and ethical benefits,” said Lazzaro. “Every dollar spent on Australian Made goods has a direct impact on the makers and growers behind them.”

Around 4,500 businesses are licenced to use the Australian Made logo, generating combined annual revenue of more than \$8 billion. Australia’s manufacturing industry as a whole supports [900,000 local jobs](#).

Lazzaro said, “Products certified with the iconic Australian Made logo have gone through a rigorous compliance process. By looking for and purchasing products with the Australian Made logo, you can buy with confidence knowing you are getting an authentic, locally-made gift and supporting thousands of Australians throughout the supply chain.”

Sarah Munnings, a local Victorian jewellery maker and owner of Sarah Munnings Jewellery, agreed shoppers shouldn’t underestimate the impact buying locally has.

“Every purchase from a local manufacturing business has a positive impact on at least six other Australian businesses. At Sarah Munnings Jewellery, we purchase all of our materials from Australian suppliers and use local businesses for things like branding, website design, photography and events,” said Munnings.

“Christmas is our key trade season, and we and many other local makers rely on it to keep the doors open year-round. It’s been a tough year, and unfortunately, many businesses are struggling. Every time an Australian business closes, we lose the skills and experience involved with manufacturing those items.

“When you shop for products with the Australian Made logo, you are making a conscious decision to help keep trades alive, and honestly, every single order is celebrated. To us, customers are more than numbers on a spreadsheet.”

For locally-made gift ideas, please visit australianmade.com.au/christmas.

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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 registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also requires 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 as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

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

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