



MEDIA RELEASE
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Show your love with locally-crafted gifts this Valentine's Day!

Aussie shoppers are encouraged to 'share the love' with local makers and growers this Valentine's Day by buying products with the trusted green and gold kangaroo.

An annual celebration of love, Valentine's Day is the perfect opportunity to spoil loved ones with a thoughtfully made gift. With many local businesses still feeling the residual effects of the pandemic, supporting local is at the forefront of our minds like it has never been before.

Local card manufacturer and owner of Lil's Cards, Lil Stephens, said creating local jobs and supporting high-quality products are some of the great reasons to buy Australian Made.

"Shopping for locally-made products is important because it creates employment and keeps money in Australia. I choose to support more Australian Made businesses because I know what goes into manufacturing here in Australia and how important it really is," said Lil.

"At Lil's Cards, I design, print and make greeting cards here in my Sydney studio. I took some inspiration from my grandma's flower pressing and card making, and now my daughter Emma helps me hand-assemble and make the cards, so it's a whole family affair.

"Buying Australian is also just a more reliable way to shop. Over the pandemic, as overseas supplies for greeting cards were interrupted, I had to employ two additional people to keep up with the demand for my Australian Made cards."

In 2022 a Roy Morgan study found that three in five Australian Made businesses saw an increase in customers actively seeking, requesting, or buying more Australian Made products or enquiring about the country of origin of products since the pandemic.

Australian Made Chief Executive Ben Lazzaro said, "Aussie products are made to some of the highest standards in the world. They are trusted and known for their safety and quality. At the same time, when you buy Australian, you are helping to create jobs, strengthen local industries and ensure manufacturing in Australia thrives."

So, whether you're buying flowers, chocolates, cards or gifts this Valentine's Day, make sure you look for the trusted green and gold Australian Made kangaroo.

To find Australian Made gifts this Valentine's Day, visit www.australianmade.com.au/products.

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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 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 as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4400 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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