MEDIA RELEASE
11 FEBRUARY 2025

Love local this Valentine's Day

The Australian Made Campaign is encouraging shoppers to love local this Valentine's Day, with Aussie couples the driving force behind many of our locally-made products.

Australian businesses run by married couples occupy a special place in the season of love. According to Family Business Association, family businesses represent 70% of all Australian businesses, employing 50% of the workforce and generating an estimated $4.3 trillion in wealth. Many of these Australian family businesses are manufacturers.

Australian Made Chief Executive Ben Lazzaro said that purchasing locally made products has a significant economic impact and many other benefits beyond a single transaction.

Lazzaro said, "Choosing to shop at an Australian Made business is a seemingly small decision that has a huge impact. The money you spend contributes to the local economy and supports Australian families. It helps to create jobs, drive innovation and generate skills for future generations."

The Australian Made Campaign spoke to two husband-wife duos about the importance of teamwork, partnership, and passion for running a local manufacturing business.

Phoebe and Aaron Breckell are the dynamic duo behind **Woohoo Body**, a natural skincare manufacturing business based in in New South Wales. When they were expecting their firstborn in the early 2000s, they worked to create a natural stretch mark cream, which kickstarted their journey into the skincare industry.

"We had a shared vision of creating a lifestyle where we could do the things we loved while supporting our new family, and neither of us was fulfilled with our office jobs at the time," said Aaron. "Since 2010, we've been making a range of skincare products to meet our personal needs and requests from customers."

As the co-directors of a small business, Aaron and Phoebe know the importance of supporting Australian businesses, particularly in gifting seasons. "For those who love to show their affection with a gift, buying something Australian Made helps to keep small businesses going," said Phoebe. "It's tough out there, and behind every small business is a whole community of people that benefit from shopping small. Every small Australian Made business helps the country. Although being a manufacturer in Australia has its challenges, we're determined to stick around for a long while yet."

Another thriving duo is Mandy and Dan Wilson from **Bohemi**, who have manufactured hemp pet accessories in New South Wales since 2018. From touring hundreds of kilometres around Australia at the beginning of their relationship, the couple has always had a love for adventure and doing things together.

Mandy said, "It's extremely important for Australians to buy local and keep their hard-earned money circulating in our economy, even more so during more difficult economic times. If the pandemic taught us anything, it is that we are much better off being self-sufficient, and there's no reason we can't be here in Australia. We have an abundance of space, resources, diversity, talent and skill sets."

"Not to mention the environmental benefits! Our high quality products that are made to last. The materials we use meet Australian standards for safety and quality, and on top of that, less transportation means less pollution. You can feel good about your purchase knowing the people who made it are paid fair wages and have safe working conditions."

If you're buying gifts this Valentine's Day, look for products that carry the Australian Made green and gold kangaroo and support your local community. Visit www.australianmade.com.au for Australia's most extensive online directory of genuine Aussie products.

--ENDS--

DOWNLOAD IMAGE 1 | **DOWNLOAD IMAGE 2**

MEDIA CONTACT

Caitlin Blair, Senior Communications & Engagement Officer
P: 0425 003 373
E: caitlin.blair@australianmade.com.au

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.
Free ph: 1800 350 520
www.australianmade.com.au