



MEDIA RELEASE
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Make it a great Aussie Christmas

With Christmas just four weeks away, the Australian Made Campaign is calling on shoppers to keep Aussie makers and growers front of mind this festive season by buying products certified with the iconic green and gold kangaroo.

Launching its annual 'Christmas Crackers' campaign today, Australian Made has teamed up with TV presenter, media personality and entrepreneur Shelley Craft to encourage Aussies to 'make it a great Aussie Christmas' by purchasing locally made and grown products.

Australian Made Campaign Chief Executive, Ben Lazzaro, said shopping locally and supporting local Australian businesses is a great way to give back to your community this Christmas.

"We are lucky to have such a fantastic range of great Aussie gifts made right here in our backyard. From Australian Made swimwear, skincare and sporting equipment to toys, toolboxes and tableware, there is an Aussie option in almost every product category – right down to the Christmas cards and wrapping paper!

Buying Australian is one of the greatest gifts you can give this Christmas. When you buy a product certified with the Australian Made, Australian Grown logo, you are not only purchasing a product made to some of the highest safety and manufacturing standards or grown in our clean, green environment, you are also having a direct economic impact on the livelihoods of hundreds of thousands of Australians across the supply chain."

One of the businesses featured in Australian Made's Christmas Crackers campaign is Australian Made licensee De Lorenzo, an Australian family-owned business. De Lorenzo Marketing Manager Bridget Bajada said, "Supporting Australian Made has never been more important than the present time. Knowing that your gifts have been made here in Australia and supports Australian businesses and families is a gift that keeps on giving.

At De Lorenzo, we take great pride in the fact that all our products are manufactured right in Australia. Being Australian Made allows us to have complete quality control throughout the entire manufacturing process and contributes to strengthening our local economy - we love helping Australians as much as we love seeing exactly what goes into each and every product."

The Australian Made logo will feature on thousands of products this festive season. Shoppers are also encouraged to check out Australian Made's Christmas Crackers Gift Guide at www.australianmade.com.au/christmas for great Aussie gift ideas.

Australian Made's 'Christmas Crackers' campaign will run across radio, digital and social media channels.

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[DOWNLOAD IMAGE HERE](#)

MEDIA CONTACT

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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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www.australianmade.com.au