



MEDIA RELEASE
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Have yourself an 'Aussie Made' Christmas

Deck the halls with green and gold! Christmas is just around the corner and Aussies are being encouraged to look for the iconic green and gold kangaroo to support Aussie makers and growers this festive season.

From decorations, cards and hampers to toys, apparel and other great gifts, the Australian Made logo will feature on thousands of products this Christmas, showcasing the depth and variety of products made right here in Australia.

While cost of living concerns may be top of mind, research shows the demand for authentic Australian Made products remains strong with shoppers. [Roy Morgan Research](#) found that over two-thirds (69%) of Aussies have been looking to buy more locally manufactured products in the last 12 months, with 73% of Australians stating they are willing to pay more for Australian Made. A third of respondents noted they would be willing to pay up to a 10% premium for products that carry the trusted green and gold kangaroo logo.

Australian Made Chief Executive Ben Lazzaro said value is high on the shopping list for consumers this Christmas. Lazzaro explained, "Price is a variable that comes into play with purchasing decisions; however, we are seeing more and more consumers switch to the value proposition and making more sustainable purchases. Attributes such as quality, safety, health and high standards, environmentally friendly and ethical manufacturing are strongly aligned with Aussie products and play a significant role in influencing consumers' purchasing decisions."

While Australian-made products are not always more expensive, if they are, consumers realise that while they pay a bit more, they are purchasing a product that is made to some of the highest standards in the world, both from a quality and safety point of view. They are also far more aware of the impact that decision has on local jobs and economic activity. The famous green and gold kangaroo not only communicates the 'Australianness' of products, it also conveys many of these favourable attributes. What's more, four in five Aussies indicate a positive feeling when buying Australian Made."

Over 4,500 businesses have had thousands of products certified with the iconic green and gold Australian Made kangaroo.

"The Australian Made logo is Australia's most trusted, recognised and widely used country of origin symbol, and underpinned by a third-party accreditation system," said Lazzaro.

"We strongly encourage our Australian Made makers to aggressively promote their Australian credentials on product labels and across all channels this festive season, whether they be online, social or at point of sale. Consumers have told us that this is what they are interested in and what they have a preference for."

One of those makers is Funky Monkey Bars. Based in Perth, Funky Monkey Bars manufactures a range of award-winning Monkey Bars, Climbing Frames and Swing Sets for Aussie backyards – a popular gift from Santa!

Funky Monkey Bars Director of Marketing & Communications Tracey Roberts said, "Choosing locally made goods this Christmas is about gifting quality, sustainable products and supports ongoing investment in local design, innovation, manufacturing, and knowledge building. When you choose local, you know kids receive the highest quality gifts (and have the most fun) and that a viable local industry will be available for them in the years to come."

"We manufacture in Australia because we know only the best will do for the kids when it comes to quality and safety standards. We employ skilled staff in a safe workplace, adhere to Australian Standards for playgrounds and use Australian steel and powder-coating to deliver a quality product, supported by a 10-year warranty."

“We are enormously proud to display the well-recognised green and gold kangaroo on our products, helping consumers to recognise how much we value what we do at Funky Monkey Bars and to make purchasing decisions that are in the best interest of Australia.”

Looking for locally-made gift ideas this Christmas? Visit australianmade.com.au/topaussie and check out Australian Made’s pick of Top Aussie 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 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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