



MEDIA RELEASE
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Australians encouraged to make it an 'Australian Made' Christmas

The Australian Made Campaign (AMCL) is calling on Australians to make it an 'Australian Made' Christmas by choosing gifts and decorations that carry the iconic green and gold Australian Made logo.

With the peak retail season in full swing, AMCL is calling on shoppers to support local jobs and buy goods from local makers and growers wherever possible. Even a small shift in spending towards products certified as Australian Made can deliver meaningful, long-lasting benefits for Australia's economy and manufacturers.

Australian Made Chief Executive Ben Lazzaro said the festive season is key opportunity for Australians to support local industry.

"Historically, Christmas is when Australians spend the most, and it's also when local manufacturers feel the greatest demand," said Lazzaro. "If every household redirected just part of their gift budget towards Australian Made products, the positive impact on Australian makers would be felt right across the country."

According to [Roy Morgan](#) research, overall pre-Christmas retail spending for the six weeks from 13 November to Christmas Eve is forecast to reach \$72.4 billion, a 4% increase from 2024. With Australians preparing to spend at record levels, AMCL says the potential uplift for local businesses is substantial if consumers prioritise buying products that carry the trusted Australian Made logo.

From toys and Christmas cards to homewares, candles, fashion, and festive decorations, there are thousands of items that proudly carry the trusted Australian Made logo.

"Buying Australian is one of the greatest gifts you can give this Christmas," Lazzaro said. "When you buy products certified with the Australian Made logo, not only are you purchasing goods made to some of the highest safety and manufacturing standards in the world, you are also helping to create jobs, contributing to Australia's economy and helping local businesses thrive. It's the gift that keeps on giving."

Around 4,500 businesses across the country are licensed to use the Australian Made logo, generating more than \$8 billion in annual revenue and representing approximately 40,000 Australian jobs.

Australians can discover a wide range of certified locally made products through the official directory at australianmade.com.au.

For locally made gift ideas, check out Australian Made's [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 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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