



25 MARCH 2020

MEDIA RELEASE

Now is the time to rally behind our local growers and manufacturers

The Australian Made Campaign (AMCL) is urging consumers to throw their support behind local manufacturers and growers as the current Covid-19 situation continues to develop.

Australian Made Campaign Chief Executive, Ben Lazzaro, said, "Australian businesses need your support. It is a difficult time for all, with many businesses restricted in some way and Australians facing the challenges of self-isolation and social distancing. We are calling on consumers to exercise their preference for Australian products and buy local. Now more than ever, our Aussie businesses need your support.

When you buy Australian Made products, you are supporting the broader Australian economy as a whole. From local growers and manufacturers to wholesalers and retailers, the flow-on effects from your purchases can be huge."

Over 2,800 businesses are licensed to use the Australian Made, Australian Grown logo on thousands of products, across a wide range of product categories.

Mr Lazzaro said, "We are so lucky to have access to some of the best products in the world, made to some of the highest standards right here in our backyard. Many Aussie makers and retailers are adapting to this unprecedented situation. We must show our support for these businesses to help them survive and thrive in the future."

Australian Made Retail Supporter, Handmade Canberra, announced last week that its March market would be moving online in a bid to continue to support Australian producers. The 'Virtual Market' was a huge success, offering shoppers access to unique handmade products from the comfort of their home.

Handmade Managing Director Julie Nichols said, "We're thrilled that 24,000 people visited our Virtual Market over the weekend. Handmade is continuing to look for ways to support our Australian-made businesses during this difficult time. We love that our new and valued customers had the opportunity to enjoy our market over the weekend in some capacity".

Australian Made licensee and Handmade Canberra trader, Paudha Healing, a plant-based skincare company, praised Handmade Canberra organisers for adapting acting quickly and moving the market online.

Owner of Paudha Healing, Renee Tilley, said, "The Virtual Market was a great success for us. Our website traffic was up, with over 70% of users visiting from Handmade Canberra directly, leading to a massive 360% increase in online revenue. We also gained access to many new customers, even one from the UK, and were able to increase in our social media following. It means so much to us as a business, especially in such a challenging time."

To help the growing number of Australian businesses finding themselves working remotely, Australian Made licensee, frank green has teamed up with local cafe, ST Ali, to create an exclusive gift set containing a multi award-winning frank green ceramic reusable cup and a bag of ST Ali's famous coffee.

"We've done our best to understand the changing needs of our customers at this uncertain time, as we've moved to remote working ourselves and know the challenges of isolation we're all facing. So it was important to us to create something that connects individuals and allows companies to show how much their employees are valued and appreciated.



Supporting a fellow Aussie business (and long-time partner) in ST Ali was the perfect partner for us to come together to engage our customers at home," said Benjamin Young, founder and CEO of frank green.

AMCL is encouraging consumers to support local manufacturers and look for the Australian Made, Australian Grown logo to be sure their purchases are genuinely Australian.

"The best way to identify Aussie products is to look for the green and gold kangaroo logo – the brand the nation trusts. When you buy Aussie made and grown products, you know what you are getting - products grown in our clean, green environment and made to the highest of manufacturing standards. At the same time, you are supporting Australian industry."

To find locally made goods, visit Australia's biggest online directory of genuine Aussie products at www.australianmade.com.au.

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[HIGH RES. IMAGE DOWNLOAD](#)

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

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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 that are 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 the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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