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MEDIA RELEASE

Have an Australian Made Easter at home

As Australian families contemplate an Easter period spent at home, the Australian Made Campaign (AMCL) is encouraging parents and carers to go online to purchase genuine Australian Made toys, games and crafts from authentic Australian makers, to entertain their kids.

Australian Made Campaign Chief Executive, Ben Lazzaro, said, “Keeping kids entertained is challenging at the best of times. That job just got harder this Easter, with Australians facing unprecedented challenges of self-isolation and social distancing. The good news is that parents can meet this challenge, while supporting our local manufacturers.”

Many businesses are quickly adapting to a retail environment that has been turned on its head in recent months, manufacturing new products and making them available to purchase online.

“We are calling on Australians to stay home this Easter, purchase genuine Aussie entertainment products and support Aussie manufacturers. Parents and carers can find a huge selection of entertainment options at Australianmade.com.au—Australia’s largest online directory of genuine Aussie products.

“Now more than ever, our Aussie businesses need your support. When you buy Australian Made products you are pumping money back into the economy, which helps to keep Aussie jobs, strengthen local industries and supports local communities. Remember, you can be sure it’s a genuine Aussie product by looking for the Australian Made, Australian Grown logo.”

From puzzles, frisbees, teddy bears, tepees, activity books and outdoor play equipment, the Australian Made website lists thousands of authentic Australian products from local Aussie makers.

One such local maker is Australian Made licensee, Buttonworks Australia, an Australian-owned family business that creates a range of toys, puzzles, gifts and jewellery on the Mornington Peninsula in Victoria from sustainably harvested Australian timbers.

Buttonworks Operations Manager, Liza Murray-Clarkson, said “Buying Australian Made is about supporting a greater network of people. Our family, our employees, our local timber and packaging suppliers, our posties, our communities and our environment. We’re all just a piece in this puzzle.

With the drop in tourism and therefore most of our income, we are quickly trying to adapt and create new products which can help people, particularly with being at home and not being able to see loved ones. We are always releasing new products to help keep kids busy and entertained at home.”



Australian Made puzzles and games from Buttonworks Australia

Available for free online, the Australian Made Campaign has also developed a range of curriculum-linked educational resources for primary and middle year students, to help parents educate children about our local manufacturing history, Australian inventions and the social and economic benefits of buying Australian Made, Australian Grown products.

“In these challenging times, it is important to educate children on the positive flow-on effects that come from buying local products. 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.

These resources will help parents and teachers educate our future leaders about the importance of Australian manufacturing and empower them to make educated future purchasing decisions,” said Mr Lazzaro.

Designed in conjunction with the ‘For Teachers for Students’ education website, the resources include facts for students, interactive games, posters, lesson plans and activity sheets. The educational kits are available to be downloaded at www.australianmade.com.au/why-buy-australian-made/for-kids/.

To support Australian businesses and find locally made goods, visit www.australianmade.com.au.

—ENDS—

[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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