



The Australian Made Campaign

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MEDIA RELEASE

The Australian Made Campaign partners with Snooze in a dream come true for bedding manufacturers

Snooze, one of Australia's largest retailers of bedding and bedroom furniture, has partnered with the Australian Made Campaign, to help promote and advocate for local manufacturers.

The new partnership will strengthen the network of businesses working together for the cause, which includes Australia's major supermarkets, national airline and industry associations.

Snooze has more than 75 Stores Australia-wide, and its commitment to Australian manufacturers through procurement and promotion will help drive sales of locally made bedding and bedroom furniture products.

Research* shows that consumer demand for Australian Made products is on the rise, with more people actively seeking out locally manufactured products increasingly associated with quality, sustainability and style.

"Most of our stores are franchises that operate as family-run businesses with strong connections to the local community, so culturally, we also see supporting local industry and local jobs via a partnership with the Australian Made Campaign as a good fit," Snooze Managing Director Simon Beaty said.

The not-for-profit Australian Made Campaign's Chief Executive, Ian Harrison said he hoped it would help to get more genuine Aussie products into the hands of consumers.

"We are thrilled to be working with the team at Snooze to promote the exceptional products our local manufacturers have to offer," Mr Harrison said.

"Businesses in the Australian bedding and bedroom furniture industries have produced some of the most innovative products in the market, and we are excited about increasing awareness of those products on a national level."

To find out more about the Australian Made Campaign visit www.australianmade.com.au/for-business.

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*Roy Morgan Research

NOTE TO MEDIA

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

MEDIA CONTACT



Catherine Sekulovski, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: catherine@australianmade.com.au

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.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au