



## The Australian Made Campaign

21 SEPTEMBER 2017

### **Australia's first Eco Fashion Week shines a spotlight on local industry**

The country's first Eco Fashion Week will be held in Perth this year and the national not-for-profit Australian Made Campaign is encouraging all Australian designers manufacturing locally to showcase their clothing at the milestone event.

Eco Fashion Week Australia (EFWA) will run from 23-27 November 2017, and local and international retailers and buyers from all over the world are expected to attend.

The Best New Australian-made Design will win a certification and promotional package worth up to \$20,000\* from the Australian Made Campaign.

Budding designers will also have the opportunity to hear from a series of industry experts, including Australian Made Campaign Marketing and Communications Manager Ben Lazzaro, at Curtin University during the 5-day event.

The Australian Made Campaign has been helping local fibre, textile and clothing producers leverage Australia's reputation for quality products via Australian Made certification for more than 30 years.

The iconic stylised kangaroo logo the not-for-profit organisation administers and promotes is featured on more than 20,000 products sold here in Australia and around the world.

As a brand readily associated with support for the local industry, economy, community and environment, it will feature prominently throughout EFWA.

"EFWA is proud to be associated with the Australian Made Campaign and all of the great work it carries out. As a certification trade mark available exclusively to designers manufacturing locally, the Australian Made logo adds to the authenticity of the event," EFWA Founder, Zuhail Kuvan-Mills, said.

"We look forward to supporting the local fibre, textile and clothing industries via our sponsorship of Eco Fashion Week Australia," Australian Made Campaign Chief Executive, Ian Harrison, said.

Designers must register before 30 September, 2017.

For more information visit [www.ecofashionweekaustralia.com](http://www.ecofashionweekaustralia.com).



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*Caption: Models in Australian-made clothing by designers set to showcase at Eco Fashion Week*

\*The Australian Made Campaign is a major sponsor of EFWA, and will present the Best New Australian-made Design Award during the event. Judged by an EFWA judging panel in collaboration with the Australian Made team, the winner will receive a certification and promotional package worth up to \$20,000. The designer must live and work in Australia. Only compliant products will be eligible. The winner of the Australian Made Award will receive a free license to use the Australian Made logo, paid in full for one year. Should an existing Australian Made logo licensee win the prize, a free three-month digital advertising package will be awarded. For more information, visit [australianmade.com.au](http://australianmade.com.au).

### 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

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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 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 2600 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 Suite 105, 161 Park Street, South Melbourne, VIC 3205.

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[www.australianmade.com.au](http://www.australianmade.com.au)