



**MEDIA RELEASE**  
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## Why Australian Made Matters for Retailers

Two in three Aussies say they often or always buy Australian-made products, and more than four in five say buying Australian-made is important to them, recent [Roy Morgan research](#) reveals.

AGHA Melbourne Gift Fair (5-9 August 2023) is once again giving retail buyers the chance to get behind fellow Aussies, with its Australian Made Pavilion. This year's Gift Fair will include 21 local manufacturers with a wide range of licenced Australian Made products, including candles, fragrances, skincare, kitchen items, and toys.

Linda Hickey, CEO of the Australian Gifts and Homewares Association, said Australian-made products are an important point of difference for retailers.

"The Australian Made Pavilion provides a space for attendees interested in supporting the growth of Australia's gift and homewares manufacturing industry. Australian manufacturers produce some of the highest quality products in the world, making them the perfect choice for gifting, all year round, Linda said.

"Australian Made-approved products are a point of difference for retailers. A trip to the Pavilion ensures attendees can explore locally-made products as part of their retail offering."

Since the Pavilion's first launch at the 2020's Sydney Gift Fair, Australian Made's Senior Partnerships and Communications Officer, Caitlin Blair, has continued to receive positive feedback from businesses and attendees involved.

"The feedback we've received from both buyers and makers at AGHA's Gift Fairs has been overwhelmingly positive. Buyers have told us they are looking to stock more authentic and unique Australian-made products, and makers want an effective way to connect with these buyers. So the inclusion of the Pavilion is a win-win. It allows buyers to easily identify certified Australian Made products and gives a platform to our Aussie Made businesses to showcase their offerings."

Caitlin further explains that the impact of having Australian Made products in retail stores can be a great contributor to the broader Australian economy.

"When you buy Aussie products, you are investing in thousands of Australians at all stages of the supply chain, from the local makers and producers to their Aussie service providers, the flow-on effects can be significant.

"You're also getting products made to some of the standards in the world, with respect to quality, ethical labour and environmental impact," she said.

Sharon Townsend, the founder of plant-based fragrance brand and Australian Made licensee Botanic Enve, was finding it difficult to find natural perfumes that she actually liked — so she decided to create them herself.

"I got a little bit tired of synthetic fragrances, all the chemicals and fake scents. Perfume was lacking in my life, so I tried to develop my own and find something that I really liked."

As one of the twenty-one exhibitors in the Pavilion, Sharon is excited to be surrounded by Australian Made creators.

“More and more people are seeking out Australian products, especially after COVID. Supporting Australian Made is such an important thing we can do in our industry. If there are people who are making their own products here, why wouldn’t you support that?” she said.

The Melbourne Gift Fair, hosted by Australian Made Industry Partner the Australian Gifts and Homewares Association, is Australia’s largest industry-led trade event. Held at the Melbourne Convention and Exhibition Centre from the 5th-9th of August, the event will connect over 300 arts, fashion, homewares, gifts and toys wholesalers with a wide range of retail, corporate and hospitality buyers.

For more information about the Melbourne Gift Fair, please visit [agha.com.au/melbourne-gift-fair/](http://agha.com.au/melbourne-gift-fair/).

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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 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 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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