



The Australian Made Campaign

17 APRIL 2019

MEDIA RELEASE

Aussie Made goods, a must for an Aussie Easter adventure

The Australian Made Campaign is encouraging Australians to look for the logo this Easter, and make their caravan and camping holidays authentically Australian.

Australian Made Campaign Chief Executive, Ben Lazzaro, says “many Australians choose to relax, reconnect with nature and explore the great outdoors over the Easter break, with caravan and camping an Easter tradition for many Aussie families.

The Australian Made Campaign is encouraging Australians to support local producers and manufacturers this Easter by choosing Australian Made products for their Easter adventures.”



According to [Austrade](#), last year Australian holiday-makers spent 54.8 million nights in caravan and camping style accommodation, which was up 9% from the previous year.

“We are so lucky to have access to genuine Aussie products made right here in our backyard. From sunscreen, swags and outdoor showers, to caravans, camping trailers and camping accessories... there are an abundance of Australian Made products available to outdoors enthusiasts.

When you buy Australia Made, Australian Grown products, you know what you are getting—products made to the highest of manufacturing standards and grown in our clean, green environment. At the same time, you are supporting local industry. It’s been a tough year for Aussie farmers and manufacturers, particularly those in regional areas affected by fire, drought and floods, so it is important to show our support,” Mr Lazzaro said.

Country of origin plays an important part in purchasing decisions, with an [independent Roy Morgan](#) study showing that 90% of Australians are more likely to buy Australian-made products.

So, whether you’re pitching a tent in the bush or hooking up the caravan for a coastal adventure, remember to look for the famous green and gold kangaroo logo—the true mark of Aussie authenticity.



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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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