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MEDIA RELEASE

Australian Made helping Australian teachers to shine a light on Australian manufacturing

The Australian Made Campaign is thrilled to launch its new collection of Australian Made educational resources.

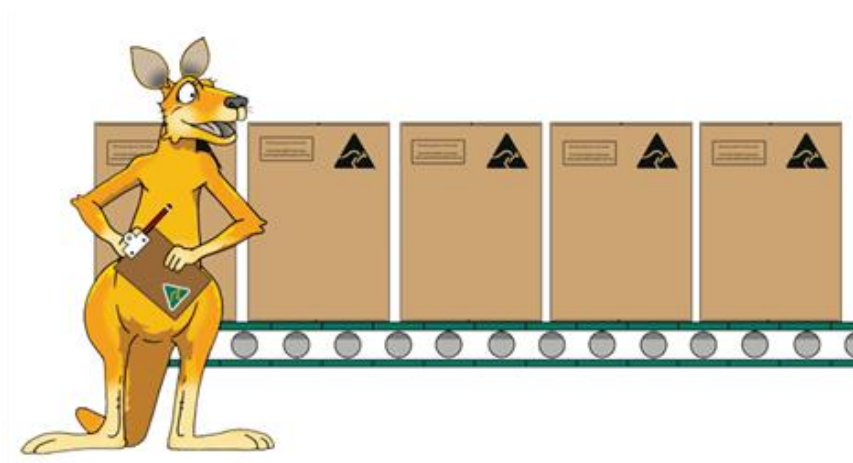
Featuring facts for students, interactive games, posters, lesson plans and activity sheets, the curriculum-linked educational resources have been written for primary and middle years, and are designed to inform students about our local manufacturing history, Australian inventions and the social and economic benefits of buying Australian Made, Australian Grown products.



“Buying Australian Made products helps to create Aussie jobs and strengthens our local manufacturing, agricultural industries, communities and economy,” Australian Made Chief Executive, Ben Lazzaro said.

It is important to teach students about the Australian Made, Australian Grown logo, and the positive flow-on effects that buying locally-made products have. These new resources will help teachers and parents educate our future leaders about the importance of Australian manufacturing, and empower them to make educated purchasing decisions in the future.”

Designed in conjunction with the ‘For Teachers for Students’ education website, the new Australian Made resources are curriculum-linked and were developed according to a proven formula that teachers find useful for smooth integration into the classroom learning environment.





According to the Australian Bureau of Statistics, Australia's manufacturing industry currently contributes around [\\$100 billion](#) to Australian GDP annually, and employs around [900,000 Australians](#).

Greg Harten, Owner of HART Sport, an Australian Made licensee that manufactures sporting equipment for schools, clubs, fitness centres and government departments, explained the importance of manufacturing in Australia and the need for education resources.

"Local manufacturing matters! It ensures that employment and skills stay in Australia. Domestic manufacturing also drives innovation and is the basis for research and development – all things that help maintain our standard of living", Greg Harten, Owner of HART Sport.

The educational kits are available to be downloaded from both Australian Made's website [here](#), and Teachers for students [here](#).

Other Australian Made licensees include:

- [Australian Paper](#) – Manufacturers of Reflex paper
- [The Uniform Company](#) – School uniform manufacturer
- [Danthonia Designs](#) – School sign manufacturer
- [Aussie Active Desks](#) - Sit-to-stand desk manufacturer
- [Queensland Hosiery Mill](#) – School socks manufacturer
- [Five Senses Education](#) – School exercise book manufacturer
- [Raeco](#) – School furniture manufacturer

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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.

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 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.

Free ph: 1800 350 520

www.australianmade.com.au

ABOUT HART SPORT

In 1992, returning home to Brisbane after having worked as a tennis coach in Germany for 13 years, founder and current owner Greg Harten started a company called HART Sport & Leisure.

HART Sport & Leisure began selling sporting products and brands via mail order catalogues to schools in Queensland. It wasn't long until they expanded into the rest of Australia.

It also became obvious that selling other brands was not the way to go. There were always supply problems, quality issues and forever changing prices. Greg decided to launch his own brand and change the name to simply HART Sport. This allowed them to control our supply chain and offer better service and value.

HART Sport has been growing ever since, and now has over 50,000 customers made up of schools, clubs, resorts, fitness centres and government departments not to mention the thousands of weekend warriors and mums and dads. We now export to over 15 countries.

HART Sport is located at 605 Zillmere Rd, Aspley QLD 4034.

Phone: 1300 764 719

www.hartsport.com.au