



# The Australian Made Campaign

03 SEPTEMBER 2019

## MEDIA RELEASE

### Australian Made crafts partnership with Handmade Canberra

Handmade Canberra has joined the Australian Made Campaign (AMCL) as a Retail Supporter, forming a new partnership to support and promote handcrafted Australian-made products.

Since its inception in 2008, Handmade Canberra has led the way in handcrafted homewares, fashion and food, growing from 35 stallholders to one of Australia's largest, Australian-made independent markets, now attracting 270+ stallholders from across the country.

“Australian Made is delighted to welcome Handmade Canberra as a Retail Supporter. The demand for authentic Aussie products is growing continuously and it's encouraging to see a major market helping shoppers quickly and easily identify genuine Aussie products; branding stalls and marketing assets with the Australian Made logo,” Australian Made Chief Executive, Ben Lazzaro, said.

The Australian Made logo is Australia's most trusted, recognised and widely used country of origin symbol, and is underpinned by a third-party accreditation system which ensures products that carry the logo are certified as 'authentically Australian'.



*Canberra shoppers take to Handmade Canberra to source locally made, handcrafted products*

With an attendance of up to 20,000 per event, many of whom travel to Canberra just for the market, Handmade Canberra provides a platform for shoppers to support Australian makers and small businesses to grow and prosper.



Julie Nichols, Managing Director of Handmade Market Canberra, said "we are thrilled to be in partnership with a well trusted and widely recognised brand such as Australian Made. We support authentic Australian makers on a national level and being an Australian-made market is what sets us apart from other events."

"Australian Made aligns perfectly with Handmade Canberra's business ethos. We couldn't be happier to become a Retail Supporter and communicate our Australian-made credentials to our customers."

Handmade Canberra is held over a weekend in March, June, September and December each year, from 10am until 4pm both days. Free to enter, visitors are asked to make a gold coin donation to its door charity.

The next market will take place this weekend on 07 - 08 September 2019 at Exhibition Park in Canberra, Mitchell ACT.

For more information please visit [handmadecanberra.com.au](http://handmadecanberra.com.au).

To find authentic Aussie products online please visit [australianmade.com.au](http://australianmade.com.au).

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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.

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