



## The Australian Made Campaign

22 OCTOBER 2019

### MEDIA RELEASE

#### **Australian Made welcomes the Small Business Mentoring Service as a Campaign Associate**

The Small Business Mentoring Service (SBMS) is partnering with the Australian Made Campaign (AMCL) to support the growth of Australian small businesses.

An independent, not-for-profit association, SBMS works with small businesses to provide low-cost advice through their comprehensive business mentoring programs.

Founded in 1986 by retired business leaders, SBMS has grown to more than 180 experienced business mentors providing over 5000 mentoring sessions a year and supporting an ever-growing number of small business owners, including Australian manufacturers and producers.

According to SBMS, the cumulative benefit of the businesses supported has delivered more than \$12.5 billion to the Australian economy.

David Gregory, Chief Executive Officer and Director of SBMS, said “You don’t get big business without medium-sized businesses and you don’t get medium without small. SBMS helps small businesses deal with any issues that they need help with, including management, finance, marketing, social media, OH&S, or even starting a new business. We are proud to partner with the Australian Made Campaign to highlight great Australian small businesses, manufacturers and their products.”

“Manufacturers and growers are key contributors to Australia’s small business community and are fundamental to our economic success,” said Ben Lazzaro, Australian Made Chief Executive.

“They create jobs and are often leaders of innovation, creating Aussie products of the highest quality, sought after here and in overseas markets.”



*Ben Lazzaro, Australian Made Chief Executive, with David Gregory, Chief Executive Officer and Director of SBMS.*



Australian Made looks forward to supporting SBMS and its members with improved access to Australia's most recognised, trusted and widely used country of origin symbol—the Australian Made logo. It's a third-party accreditation system which ensures products that carry the logo are certified as 'authentically Australian'.

SBMS is supported in Victoria by Small Business Victoria and the Victorian State Government. For more information, please visit <https://www.sbms.org.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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[www.australianmade.com.au](http://www.australianmade.com.au)