

AUSTRALIAN MADE



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Enlisting the power of 'brand Australia'

Since the Australian Made logo was created in 1986, its reach and power as a mark of home-grown authenticity has gone from strength to strength. Ninety-nine per cent of Australians recognise the gold kangaroo and green triangle, and more than eight in 10 know it's a symbol they can trust.

Increasingly, overseas markets have awakened to this bold stamp of genuine Australianness, which is now proudly displayed on tens of thousands of items sold here and throughout the world, produced by more than 2800 companies.

Now, thanks to the Australian Makers series of short, documentary-style videos, a light is being shone on those producers and a compelling picture has emerged of the many benefits that come from seeking out that simple, striking logo.

"It's a wonderful way to spread all the positive messages that you can attribute to buying Australian products," says Australian Made CEO Ben Lazzaro. "You're buying a product that's made to some of the highest standards in the world; it pumps money back into the local economy, it's associated with sustainability and ethical labour resources, and often comes from a clean, green environment."

"Humanising through storytelling is a great way of doing it. All the things we take for granted here in Australia, we're just highlighting those through these profiles."

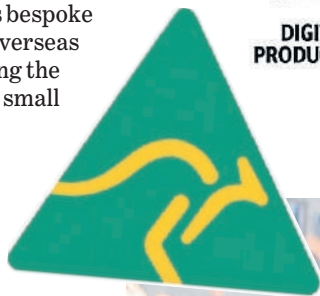
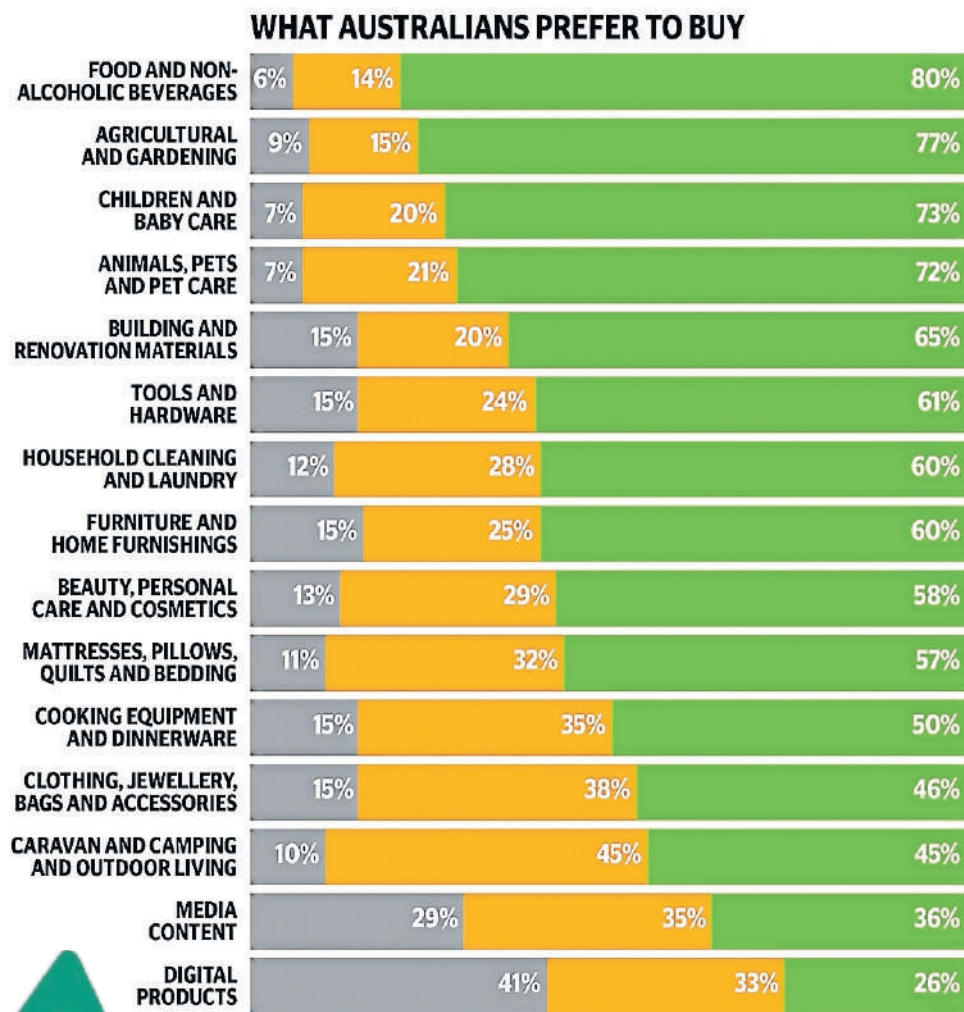
For Matthew Courtney, owner and director of AusTANNERS, which supplies bespoke leather producers both locally and overseas from their Geelong factory, displaying the Australian Made logo is a seemingly small step that carries enormous weight.

Viewing the AusTANNERS story, told through their long-standing relationship with family-owned fashion label Graine, underscores the reach of Australian Made. It has become increasingly relevant among younger consumers, for whom questions about a product's origins and how it finds its way to the marketplace loom as major influences in their buying decisions.

"We found, quite pleasingly, that they're a discerning bunch," Lazzaro says of younger shoppers. "They do care about getting a unique product, a bespoke product."

"They want to know, has it been made ethically? Has it been made sustainably? What's the environmental impact? They're more adept at using technology to find out information about products, and they go to the effort to do so."

Older generations of Australians were either embedded in the manufacturing industry themselves, or had friends and relatives who were. The Australian Makers series highlights that while manufacturing has dramatically changed, local production remains



a crucial foundation of our nation, and something that people are keen to support.

"Buying an Australian Made product means that that skill remains in Australia, and these are skills that this country was

built on," Courtney says, noting that he always knew the logo meant something, but has been impressed by the power of harnessing it through the telling of the story behind his more than 80-year-old business.

Australian Made's global push has been further bolstered by a \$5 million federal government commitment over three years to promote the logo in overseas markets. Asia is a key focus, with research in shopping centres and focus groups showing that 70 per cent of Chinese consumers understand the logo's provenance.

Australian Made is trademark-registered in India, China, South Korea, Singapore, the US, Hong Kong and Taiwan, with registra-



'You're buying a product that's made to some of the highest standards in the world.'

Ben Lazzaro

tions under way in Indonesia, Japan, Malaysia, Thailand and Vietnam. A promotional program to enhance the brand in the UK, Canada and European Union will also be ramped up in 2020.

Companies certify individual products rather than their overall businesses, with the number of companies choosing to use the logo to promote their credentials rising sharply through 2019. As Lazzaro notes, since the logo's inception under Bob Hawke's prime ministership, the kangaroo has done a power of heavy lifting.

"It has real cut-through, particularly in Asia and the US - it's embedded in the legal framework of those countries and can help deter counterfeiting."

"It makes the Australian connection instantly, and conveys all of the positive attributes that we're known for. Those markets will often pay a premium for products that are made in Australia. They absolutely value the high standards of manufacture that we've become accustomed to."

COVER IMAGE: Budgy Smuggler swimwear, by Gemma Peanut.

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Reshoring: how to bring manufacturing back to Australia

It may come as a surprise to learn that Australia can compete on the world stage as a nation of “makers”.

It will come as no surprise to his many devotees that Bob Dylan might have been onto something before the rest of us. When it comes to Australian companies and their manufacturing, the title of Dylan’s 1965 album *Bringing It All Back Home* looks to be on trend.

It’s now 150 years since German brothers Heinrich and Edward Kramm started producing linen in South Australia using a horse-driven spinning mule. As Onkaparinga grew, so did its reputation for producing beautiful Australian woollen blankets and bedding.

High costs eventually drove production overseas, but the growing trend towards reshoring – bringing manufacturing back home – has been embraced by Onkaparinga, fittingly as it marks a milestone that stamps it as one of Australia’s oldest brands.

“We know people want to go back to Australian-made,” says sales and marketing manager Zane Nawrocki, noting Onkaparinga’s pride in its ‘Australian Collection’ of quilt and pillows that are manufactured here and coincide with the company’s 150th birthday. “It’s basically a nod to our heritage.

“We’ve done trade shows in China presenting this quilt. They all recognise the green and gold kangaroo; they recognise that symbol.”

Onkaparinga find themselves in good company. Evolve Group has built a reputation on proving that even in the production of plastics – long manufactured offshore on cost grounds – it is possible for Australian companies to design and manufacture in-house with unmatched efficiency and cost effectiveness.

“In plastics, it’s as simple as this – there should not be a single plastic/composite product or component imported into Australia,” Evolve’s founder and managing director Ty Hermans recently told @AuManufacturing.

“When designed right, we can manufacture them all here in Australia more cost-effectively than China or other offshore suppliers.”

Evolve specialises in developing globally scalable products for everything from pools and spas to plumbing and gas fittings, automotive and electrical. Hermans aims to win back \$400 million of work in the next decade, injecting dollars and jobs into Australia.

Being Australian-made is a bedrock of the business, as solid as the award-winning foundation blocks that Evolve Group also makes.

Hermans believes the gold kangaroo in the green triangle has been key to protecting Evolve’s products from being targeted by cheap imitations from overseas producers. He expects many Australian companies to follow the reshoring lead.

“If we can raise the profile of Australia’s capability, but more importantly our competitive edge over imported product, buyers/procurement officers, engineers, developers and designers will start to spec Australian-made,” he says.

Ben Lazzaro, chief executive of Australian Made, notes that a major challenge for any industry looking to build its presence is to have the skills necessary to thrive.

‘When manufacturing moves offshore, the specialist skills often go with them and are not passed down or taught to the next generation of workers.’

Ben Lazzaro

“When manufacturing moves offshore, the specialist skills often go with them and are not passed down or taught to the next generation of workers,” he says. “By bringing manufacturing back to Australia, there’s going to be a skilled workforce building here that can be leveraged in the future.”

For some Australian companies, like Manly swimwear start-up Budgy Smuggler, a fundamental reason to manufacture locally – and not have to wrestle with the reshoring conundrum – goes beyond benefits such as quality control and fast turnaround.

“Our type of swimwear is an Australian invention, and that’s part of the reason we haven’t gone offshore,” says the company’s founder, Brenden Hartmann. “We feel like it’s almost against Australian culture to make an Australian product overseas. It just doesn’t sit right with us.”

Onkaparinga is one of Australia’s oldest brands and is at the forefront of the push to bring manufacturing back home.



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Australian-made goods are an increasingly popular drawcard at trade fairs.



Handmade goods getting a fair go

Trade fairs across the country are providing a leg-up for handmade, bespoke Australian gifts and products.

Julie Nichols acknowledges that starting Handmade Canberra in 2008 – at the height of the Global Financial Crisis – could have been viewed as a masochistic piece of retail timing.

Her business's subsequent success and growth have assured her that, when it comes to buying gifts for those we love, Australians are adept at seeking out local, bespoke products. Especially when times are tough.

"We figured that Christmas would still happen, birthdays would still happen, people would still purchase things; they were just going to be more considered with their purchasing," Nichols says.

"That was a real bonus for us – instead of going to a mass producer or buying something from another country, they can come to us and buy something that has been made by an Australian small business. They can even talk to the person who made it, and then really feel good about their purchase while getting something unique and well-priced.

"We realised five or six years ago that our real niche lies with Australian products.

That's something that's dear to us; we're passionate about it."

Roy Morgan research has found that 77 per cent of Australians prefer buying Australian-made children's and baby care products, while 72 per cent target Australian-made when buying for their pets and 58 per cent when seeking out beauty, personal care and cosmetics products.

It's a snapshot that says, when we're buying for those we care about – or ourselves – we like to buy goods that are genuinely Australian-made.



about, something that's well-considered. It's about quality."

Australian Made is fundamental to Handmade Canberra's four markets each year (held in March, June, September and December). If a component of a stallholder's offering is imported – perhaps the linen an artist uses for a printed tea towel – they are compelled to display a sign making that clear.

Feedback repeatedly reassures Nichols of Australian Made's retail power, especially when it comes to gift buying.

"I think I can safely say, Australia-wide,

the climate increase. Every time you have bushfires, or other hardships, that attitude gets stronger. People thinking, 'Right, I'm going to do something good with this purchase, so I can support another small business or producer or designer'."

Likewise, the Australian Gifts and Homewares Association (AGHA) has happily watched a steady increase in the number of local and overseas buyers attending its annual trade event in Sydney and who are looking to buy Australian-made products, homewares, gifts and souvenirs, confident that they have been produced ethically and sustainably, and to the highest standards.

To help meet demand, the association has partnered with the Australian Made campaign to launch a new Australian Made Pavilion at the Sydney Gift Fair, held on February 21-24 at Sydney Olympic Park. For AGHA chief executive Wayne Castle, it's simply a nod to the quality of Australian-made goods.

"It's not surprising that the benefits of shopping local are being recognised," Castle says. "Not only are Australians wanting to buy boutique gifts and keepsakes that are made to last, they are more interested in knowing where products are made and who by."

"Demand for authentic Australian-made products is far greater than in recent years, with even more Australians choosing to shop local."

'Demand for authentic Australian-made products is far greater than in recent years, with even more Australians choosing to shop local.'

Handmade Canberra founder Julie Nichols

"Besides a warm, fuzzy feeling, people know they'll get a quality, well-made, well-priced product, produce or design," says Nichols, whose pre-Christmas market in Canberra's Exhibition Park drew 35,000 people from across Australia. "They're going to get something that they're passionate

people are thinking about it. The hits on our website show that, as do the comments to our social media. Everything is backed up by the customer being very happy to tell us that that's why they shop with us.

"That ethos is only getting stronger as drought takes hold, and as problems with

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As the only energy retailer certified by the not-for-profit Australian Made campaign, Red Energy is proud that these values underpin all they do. For chief executive Iain Graham, being Australian – and all that boast entails – has been a key to his company's standing since it entered the local market in 2004.

"One thing that can separate an Australian business from an international business is that we live here, we're locals, and we want to contribute to the local economy," Graham says.

"Our customers have told us the fact we are an Australian company is really important to them, so we are very proud to carry the Australian Made and Owned logo."

Red Energy's "deep and genuine commitment to local communities" takes many guises – through its 1200 Australian-based staff who reflect the diversity of multicultural Australia, and through the support for

'Our community has come to trust Red as a truly Australian energy provider.'

Red Energy CEO Iain Graham

causes with national reach such as Breast Cancer Network Australia (BCNA), down to regional and rural partnerships with the likes of Calder United Soccer Club and the Police Citizen Youth Centre.

For Graham, seeing tens of thousands of women come together each year, standing shoulder to shoulder as part of BCNA's "Field Of Women", is a humbling reminder of the power of working together as we strive to be better.

"We partner with BCNA because they share the values we hold dear, of decency and courage particularly. The contribution of BCNA to the community is profound and we are proud to be able to contribute and support what is a very personal cause to many Australians.

"We are all human and make mistakes,



Red Energy, which is owned by Australian energy powerhouse Snowy Hydro, supports a wide range of community causes.



but we always strive to be better. I strongly believe that you end up behaving like the people you hang out with. We want to be like BCNA as we grow. We can never forget there's a human being behind the meter.

"Our community has come to trust Red as a truly Australian energy provider, knowing that every phone call they make will be answered by someone in Australia, which bene-

fits not only the customer but local economies, communities and families."

Red Energy's dominance of the Canstar Blue award for Most Satisfied Customers tells a compelling story of how highly they are regarded by those who matter most.

The company services more than 1 million customers, offering electricity in Victoria, NSW, South Australia, Queensland and the

ACT, and gas in Victoria, NSW and SA. Red Energy is owned by an Australian energy powerhouse, Snowy Hydro.

The latter operates the Snowy Mountains Hydro-Electric Scheme, a series of hydro-electric power stations and dams which for decades has been a major source of renewable energy for Australian homes and industries.

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The grit, mateship and expertise of more than 100,000 men and women turned a bold vision into a reality. It's hard to imagine Australia today without the mighty Snowy scheme, its legacy extending well beyond the dams, tunnels and hydro stations to the people behind the power.

"As more renewable energy enters the market, the Snowy scheme's large-scale storage and fast-start generation capabilities will be in high demand," Graham says.

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Saddling up for quality in the bush

Local companies are based far and wide, and manufacturing quality goods throughout regional and rural Australia.

Angus Barrett is proud of the fact that everything he sells – the bridles and breastplates, halters and hobbles, wallets and belts and bags – has been made within cooe of the Angus Barrett Saddlery shop in central Orange. Moreover, when your customer base is largely the people of rural Australia, he reckons it simply makes sense to manufacture in the bush.

“It’s pretty tough out here at the moment; there’s just not the dough running around,” Barrett laments. “But I can look up and down the length of Summer Street and say, ‘I’m the only one in this town who’s made my stuff on one side of town and carried it across here to sell.’ Everything else comes in boxes stamped ‘Made in China.’”

Barrett sees importing as producing something cheaply before adding as much margin as you can. “That to me is ripping off your neighbours,” he says. “The price should represent the quality of the product, not the



Angus and Sarah Barrett in their workshop in Orange, NSW.

Angus Barrett Saddlery produces a range of Australian-made, top-quality leather goods.

‘That’s why regional manufacturing businesses are very successful. [T]here’s a huge market out here that requires a quality product.’

Angus Barrett

margin someone overseas puts on it to make a profit.”

He’s been making things with his hands since he was a boy, and leather goods professionally for 20 years. Everything he crafts is guided by his customers – Barrett reckons the first five leather items he made were his own designs, but “the last 800” have been driven by feedback.

“People in the bush are very good at telling you the truth. You’re always made aware by these beautiful, frank customers who use everything to its full extreme.”

Practicality drives design, while the raw material – leather with a roughness and uniquely Australian feel – ensures durability. Manufacturing in the bush keeps Barrett in touch with the people who use his goods, and who aren’t shy in telling him how they perform.

“If you sell a wallet to a bloke in the bush, that wallet’s going to go in the pocket of his jeans every single day. When he jumps in the



tractor down the paddock he’s going to throw it on the dashboard; it’s going to sit in the sun in 40-degree heat and in the dust. Then he’s going to put it back in his pocket and bounce around on it in the ute. The wallet has to be really, really good.”

When the drought began to bite three years ago, Barrett started producing more of the leather goods that appeal to city folk and tourists with an eye for quality.

But the “cockies” remain his core clientele. “These guys wear my belts to work

every day,” he says proudly. “They wear them to every funeral and every wedding.”

The harshness of life in regional Australia makes the partnership between businesses like Barrett’s and Australian Made all the more powerful.

Of tough times in the bush, Australian Made CEO Ben Lazzaro notes: “We can always give money, but when we buy from companies based in rural areas, that can help people get back on their feet and keep their businesses ticking over so that they

can continue to do what they’re good at.”

Angus Barrett’s staff are used to hearing his mantra in the workshop: “We don’t do things here, we make things.” They eschew high-volume production in favour of making goods to work, and to last. It’s a genuine, old-fashioned approach befitting an Australian bush ethos.

“That’s why regional manufacturing businesses are very successful,” he says. “Because there’s a huge market out here that requires a quality product.”

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10 products you might not

With more than 2800 companies proudly displaying the Australian Made logo on tens of thousands of than ever before. It's message of authenticity and reliability is increasingly being embraced by Aussie



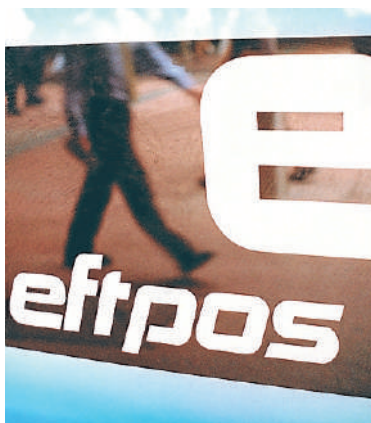
1 Volvo and Mack Trucks

Volvo, an iconic Swedish brand with a Scottish managing director, last year celebrated its 65,000th truck rolling off the production line at Wacol in Brisbane, where Mack Trucks Australia is also based. To mark the milestone, the truck was painted green and gold and carried the Australian Made logo. Volvo has since been taking orders from people who want their own green and gold truck.



2 State of Escape

Founded by Desley Maidment and Brigitte MacGowan in 2013, State of Escape are the creators of the original cult Escape neoprene tote bag collection, designed to nourish your artistic soul, while inspiring your imagination and adventures. The perfect travel companion as you explore near and far. The State of Escape brand is driven by an appreciation for sophisticated simplicity which has continued to be their focus as they've expanded their collection.



3 eftpos

As the way we pay for goods and services continues to evolve, it's comforting to know that eftpos pays its taxes in Australia, and that every single transaction under its banner is processed right here, not offshore. Its green and gold credentials were formalised in 2018, when eftpos became the first card payments platform to adopt the Australian Made logo.



4 Custom Bus Group

A focus on quality and innovation has earned the western Sydney bus-body builder a strong reputation and a host of government contracts (from schools to low-floor city buses), since its first vehicle rolled off the production line in 1955.



5 Rode Microphones

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know are Australian-made

products sold here and overseas, the gold kangaroo in the green triangle is reaching more consumers businesses, drawn to its power to drive their venture. Here's a few items that might surprise:



6 Thongs Australia

Other versions of a product that is quintessentially Australian might be designed here, but Melbourne-based Thongs Australia is the first manufacturer to carry the Australian Made logo on this iconic footwear – and the company is 100 per cent Australian-owned and operated. With sustainability such a key plank in the Australian Made ethos, Thongs Australia is committed to producing a fashion essential that will last.



7 Mater Nappies

With last year's closure of the Huggies factory in Sydney's south-west (as production moved to Asia), many assumed nappies had simply become the latest essential item that's no longer made locally. Not so. Queensland-based Mater Nappies are so staunchly Aussie they regard the thousands of midwives and mothers who they consult in designing their nappies as "co-creators".



8 Daikin Airconditioning

Launched in Australia more than 50 years ago, Daikin has been producing locally since 1982 and last year expanded its local footprint with four products carrying Australian Made certification.



9 Sonnen Batteries

In a textbook example of one door closing and another opening, the German battery maker is committed to driving Australia's clean energy transition from its base at the former General Motors Holden factory in Adelaide. It recently won Australian Made status for its solar power storage systems.



10 ATE Tankers

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Sustainability driving consumer choices

Younger people, in particular, are seeking out sustainable products and those made using sustainable practices.

Brenden Hartmann and his team at Budgy Smuggler only need to check their social media channels to be reminded that their target audience is concerned with more than simply how their very Australian brand of swimwear looks. If they don't align with the customer's focus on sustainability, Hartmann knows his budgies are going nowhere. "We get a lot of questions about this," says Hartmann, who founded Budgy Smuggler in Manly seven years ago. "The younger audience is certainly aware of the sorts of things companies can do to do their part."

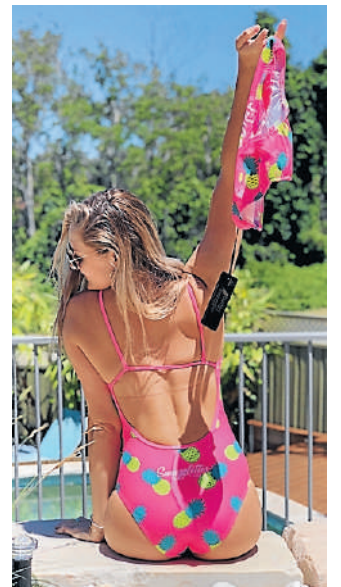
"They care more when they understand that we are taking steps to improve our current footprint – it resonates with them. It's not just swimwear they're buying, they're buying a story and a reason behind it."

Budgy Smuggler offers a fun take on the iconic Aussie cozzie (its range includes swimming trunks dubbed 'Coco Nuts', 'Smashed Avos' and 'Bacon and Eggs'). But the start-up that now employs seven full-time staff is acutely aware that it needs to be more than a pretty face with a clever wit.

With impact on the planet front of mind, it uses environmentally friendly inks that won't harm the ocean or its inhabitants. Its packaging includes reusable snap-lock bags made from recycled materials, and calico



Greener brand: Budgy Smuggler cozzies.



bags that are ideal for carrying your gear to and from the beach.

Machine cutting means minimal fabric wastage, a plus from both a sustainability and business perspective. Hartmann is also exploring using material made from recycled plastic for his swimmers, knowing that carrying the Australian Made stamp already gives Budgy Smuggler an edge in many consumers' eyes over Speedo, which was founded in Australia but manufactures in America.

"If there's a point of difference that we can get people to have an emotional connection to the product, that goes a long way in changing attitudes towards swimwear," he says. "Back in the day, it was only really surf club people who wore swimmers. People now

might not care so much what they look like, but they care what the brand stands for."

Stefania Pallotta and husband Sandro founded the Organic Tshirt in 2011 with this same sentiment front of mind. Building on their experience in fashion production in their native Italy, from pattern-making through to garment-finishing, the couple are committed to changing the way consumers think about the clothes they wear.

"The statement we want to make – it's about going back to slow fashion," Stefania says. "For us, fashion is something that's very precious, not something you wear once and then throw away."

The volume of cheap clothes – not the least, t-shirts – that end up in landfill is a factor that motivates the couple, under-

pinned by a confidence that by being educated in the ultimate cost to the planet will spur people to spend a little more for the greater good.

With organic cotton using less water and no pesticides, and 62 per cent less non-renewable energy sources overall, Stefania knows Organic Tshirt ticks many of the attributes of sustainability that consumers associate with products that carry the Australian Made logo.

"We just don't talk enough about slow fashion," says Stefania. "The big change has to come from the big brands. There are people who do the right thing, not just with their fashion, with their everyday living. They understand the importance of that choice, but they're still a minority."

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The beauty behind Aussie products

The 'A-beauty' trend towards locally made cosmetics is gathering momentum and exciting consumers.

Alex Fevola readily admits that when she first used cosmetics, she had no idea where the lipstick and make-up she applied to her face had come from, let alone what they were made of or how they'd been manufactured.

Now, as founder and director of Melbourne beauty company Runway Room, she champions the trend towards "A-beauty" for all of the wholesome, local benefits it brings. When the Australian Made Campaign encourages people to "look good, feel even better" by looking for the AM logo when buying beauty and personal care products, Fevola knows that's not only good for business, it's good for the customer too.

"I see a lot of loyalty to the brand because our customers know it's made here," she says. "Not only are they contributing to the economy, it's that trust factor. Even overseas, people see Australian Made products as being premium quality. It definitely resonates with the consumer."

"The customer is definitely more of a conscious buyer; they are aware of what they're putting on their face and they want some-

thing that's as natural as possible. We're getting enough nasties everywhere else in our lives - if you can get a clean make-up then that's definitely a bonus."

A recent Roy Morgan study found that 58 per cent of Australians prefer to buy Australian Made when choosing beauty, personal care and cosmetics products, with demand continuing to rise for authentic goods that have been produced in a clean, green environment and manufactured to our high standards.

For Melanie Gleeson, the pride she feels in heading up endota spa since 2000 is rooted in its celebration of a natural, uncomplicated approach to wellness that is quintessentially Australian.

'Manufacturing in Australia was important so that I could have a heavy hand in actually developing the products.'

Runway Room founder Alex Fevola

"Right from endota's humble beginning, being Australian has been at the core of who we are," Gleeson says of endota, which she opened as the first day spa on Victoria's Mornington Peninsula, and has overseen its expansion to more than 110 spas across the country. "Our belief in the power of nature to heal became our guiding inspiration and is now embodied in our spas, our treatments and our product ranges."

Using the very best Australian ingredients was central to the 2006 launch of endota's organic and natural skincare range, which has ridden the A-Beauty wave to now be available for online purchase in the US, New Zealand, Indonesia, Singapore and China.

Gleeson's wellbeing dream is being realised in a very Australian way, from endota's logo - the rich, green malachite stone that occurs naturally in the Australian environment - to the exotic Australian rainforest fruits of Davidson Plum, Lilly Pilly and Lemon Aspen that are essential to its skincare products and to the collaboration on packaging with Indigenous female artists of the

Australian environment and a deep connection to Mother Nature. That's why we commissioned them to design the artwork used in the product packaging for our make-up range."

Being Australian-made allows for complete quality control throughout the manufacturing process, something Alex Fevola says overrides having to forecast further ahead when managing stock levels and any cost difference in producing here relative to overseas.

"We consume cosmetics every day, we wear make-up every day, so more than anything it's the risk and effects it can have on your health if you're wearing a product that's not well made," Fevola says.

"For me, manufacturing here in Australia was important so that I could have a heavy hand in actually developing the products. You can go and visit your manufacturer, speak to the chemists and scientists and have input and control."

Gleeson concurs that any greater expense is offset by the ability to work closely with local manufacturers who bring science and nature together to provide women with quality skincare that is certified organic.

"It's a commitment we make because we believe in quality skincare, and we are so pleased that we have such a high standard of manufacturing right here in Australia that we support."

Marnin Studio in Fitzroy Crossing, Western Australia.

"Endota is an Aboriginal word meaning beautiful," she says. "In the same way that ancient Aboriginal waterholes (gnammas) were a vital source of life and growth, we see our spas as a vital place where women gather to be nourished emotionally and physically."

"The Indigenous female artists of the Marnin Studio have a deep knowledge of the



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Showcasing the best in local manufacturing

An eclectic list of businesses features in videos highlighting what it means to be Australian-made.

The Australian Made Campaign's series of video portraits offers insights into Australian manufacturing, focusing on enterprises and products as diverse as beekeeping and beeswax wraps to trucks and reusable cups.

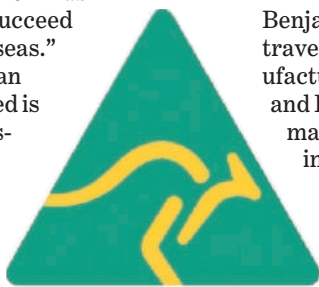
The series offers viewers a look behind the scenes and into the local factories, workshops and farms of some of the country's most innovative manufacturers.

The short-form 'Australian Makers' video collection seeks to celebrate Australia's diverse and evolving manufacturing sector and shine a light on the people, processes and stories behind some of our most loved Australian products.

"We are passionate about Australian manufacturing, so we are very excited to launch the Australian Makers series," says Australian Made Campaign CEO Ben Lazaro. "We're highlighting the ingenuity and skill of our Australian Makers... [who] are experts at leveraging their Australian credentials to succeed domestically and overseas."

Among the Australian Made licensees featured is frank green, one of Australia's best-loved reusable cups and bottles brands, which is expanding overseas.

Founder and CEO



'In terms of getting a quality product out into [the] market on a daily basis, it is fundamental for us to be Australian-made.'

frank green founder and CEO Benjamin Young

Benjamin Young tells viewers: "We have travelled the world, we have looked at manufacturing processes in different countries, and I just think that in terms of getting to market and getting a quality product out into that market on a daily basis, it is fundamental for us to be Australian-made."

Others highlighted include Volvo Group Australia (which produces

Volvo and Mack Trucks), Budgy Smuggler Swimwear, caravan and recreational vehicle maker Jayco, Geelong-based leather tannery AusTANNERS, Thongs Australia and Apiary Made, a Victorian-based small business hand-crafting a range of natural and ethical goods derived from the beehive.

The first series can be found at: australianmade.com.au/ausmakers



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 **good food**
AUSTRALIA'S HOME OF THE HATS

Getting the very best out of the good Earth

How a crippling back injury led to a successful business venture with a genuine focus on optimal health and wellbeing.

In 2014, Peter Griffiths was lifting his bike onto a car rack when he hurt his back. He could not have known that the stabbing, debilitating pain would signal the start of a journey that would change forever the lives of himself and wife Corrina.

Griffiths knew nothing about earthing, the ancient practice of using the Earth's subtle, natural energy to enhance the body's ability to heal itself. Then a friend and health speaker, former AFL footballer Mark Bunn, opened his eyes.

Desperate to reduce the pain and inflammation, he purchased an earthing sheet and mats made overseas. His physical improvement was swift, but so too was the decline of the products – within months they stopped working.

"So I took a punt, bought some high-percentage silver fabric and safety connections and made my own earthing sheet," he says. "I had a hunch it would work as an underlay, sleeping on your normal sheet without even knowing it's there, and only needing to wash it every few months."

And so Better Earthing was born, a business that counts health practitioners from masseurs to cardiologists among a client base that continues to grow, even more so since joining forces with the Australian Made campaign last March. They turn to earthing to combat inflammation, insomnia,

anxiety, arthritis and other auto-immune issues. Around 10 per cent of their customers use Better Earthing as a proactive measure, simply to stay well.

"It's a natural phenomenon that the Earth contains free electrons, and when we're in conductive contact with them they enter the body, pair off and neutralise excess positive charges associated with inflammation," Griffiths says. "There are a growing number of published studies to support this."

"Put simply, free radicals are the things that basically kill us, and through earthing we have free radical scavengers (antioxidants) on tap while we're sleeping."

The couple report that 90 per cent of sleep sufferers notice a marked difference within a week or two of using a Better Earthing underlay. "Most people are telling us they're sleeping better – they're getting more sleep, or they're waking up less. And when they do wake up, they're able to go back to sleep more quickly."

This is because earthing normalises the body's levels of cortisol, the hormone that ideally makes us feel alert when we wake up. "You want it to peak in the morning, not in the middle of the night while you're trying to sleep," Corrina Griffiths says. "We've had people who've had insomnia for 10 years who have been able to get off sleeping tablets."



Peter and Corrina Griffiths: founders of Better Earthing.

The Better Earthing underlay has come a long way since the 2014 prototype and is roughly the thickness of a 1000-count bed sheet – so subtle that the Griffiths' have had people purchase them without telling their partner. The lead from the underlay can be earthed using an adapter plugged into a power point – which doesn't need to be turned on, as no electricity is used – or run outdoors and earthed using a grounding rod.

The underlay sheet demands detailed construction for optimal earthing conductivity, and the Griffiths' are grateful they found a local Gold Coast sewing company whose skill and guidance have been integral to Better Earthing's evolution. As a mark of quality, they give a five-year warranty in an industry where zero to one-year is the norm.

Producing locally is a no-brainer for a couple whose primary focus is on optimal health and wellbeing. "It's very important to me that we get the most out of our minds and our bodies," Peter Griffiths says. "Earthing is a really easy way to support this."

Corrina Griffiths knows that without the malfunction of the earthing products Peter originally purchased, their business would never have started. "Our focus was to make really high-quality products, and we knew we'd be able to do that with Australian businesses."

As earthing naturally thins the blood, if you take prescription blood thinning medication you should consult your doctor before using an indoor earthing product.

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