



MEDIA RELEASE
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Specialised Textile Association is flying the Aussie Made flag

Australian Made Campaign is excited to announce its partnership with the Specialised Textiles Association (STA) to highlight Australia's world-leading specialised textiles industry.

As the peak national industry association for Australia's leading textile fabricators and suppliers, STA represents fabricators, installers and suppliers of textiles, equipment, accessories and services across Australia's specialised textiles industry.

Australian Made Chief Executive, Ben Lazzaro, said the partnership was a timely one and supported the development of Australia's textile industry.

"The specialised textile industry is one of the most diverse in Australian and a key component of our manufacturing success. When you buy Australian Made textile products you are supporting Australian manufacturing as a whole, they are used in almost all industries, including agricultural, construction, automotive, marine, mining and defence, so it is vital that we rally behind local manufacturers to ensure long-term success," Mr Lazzaro said.

From camping equipment, flags and banners, to shade structures, window furnishings, tarps and awnings, Australia's textile manufacturers are world leaders in the field and recognised for excellence and innovation.

"Australia's textile manufacturers have already demonstrated their capacity to adapt and innovate during these challenging times, with many re-tooling to produce much-needed equipment. STA acts as a voice for the textile industry, and we are excited to have them on board as an Australian Made Campaign Associate."

Celebrating its 80th Jubilee anniversary this year, STA has recently launched its #80YearsStrong campaign aimed at promoting the various sectors within Australia's textile industry.

STA President, James Kelman said, "Our partnership with the Australian Made campaign provides our association, along with our members, the opportunity to not only promote Australian made textile products but also to help raise consumer awareness. There is a world-leading textiles industry in Australia, and it produces premium locally-made products for both indoor and outdoor use."

Representing 160 predominantly small to medium-sized business, STA works with its members to share information, facilitate the development of the specialised textiles industry, fostering relationships, lobby government and work toward industry-wide accreditation.

"STA has been around for 80 years and always been able to link Australia's leading textile fabricators with world-class suppliers to deliver global excellence in textile fabrication," Mr Kelman said. "In these uncertain times, Aussie consumers can rest assured knowing STA members are manufacturing quality products locally, that are made for Australian conditions. All of STA's members operate under an Industry Code of Ethics and can offer fast and innovative solutions with proven performance."

For more information on the Specialised Textiles Association and Australia's textile industry, please visit www.specialisedtextiles.com.au.

To find Australian Made products and support local makers, please visit Australia's largest online directory of authentic Aussie products, www.australianmade.com.au.

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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 3000 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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