



MEDIA RELEASE
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Help Aussie makers fightback from the QLD and NSW floods

With the devastating rain finally easing across Queensland and New South Wales and the clean up well underway, the Australian Made Campaign (AMCL) is encouraging consumers to help local businesses fight back through its new 'Flood Fight Back' product page.

Featuring almost 900 businesses across flood-affected communities[^], the page provides consumers with a way to not only discover new and exciting Australian Made products but visit the makers' and growers' websites directly and put money straight in the pockets of those that need it most.

"Floods, fires, COVID-19 and lockdown restrictions, Aussie businesses have had to overcome a number of incredible challenges in the last few years," said Australian Made Campaign Chief Executive Ben Lazzaro. "While Aussie manufacturers have demonstrated their capacity to innovate and adapt, the latest floods in QLD and NSW are a big hit to some businesses that were already hurting."

Local Mullumbimby maker and Founder of the family-run business [Hemp Collective](#), Maxine Shea, said supporting local businesses was one way Australians could help them persevere and secure the region's future.

Ms Shea said, "We have just been through one of the largest floods in living memory - people have lost their homes, livestock and businesses. The devastation has been heartbreaking! When you buy Australian-made, you are helping to directly support local workers, Australian families and our economy to stay strong. Australians more than ever need products they can trust are safely manufactured to a high standard which is not only good for you... it's good for everyone."

Buy Australian made - support your communities far and wide - we sure are heck need it right now!"

From tapware, cookware and fire pits to pet care, swimwear and beauty products, a wide range of Australian Made goods are featured on the page.

Mr Lazzaro said, "Australians are aware of the value that buying Australian brings to the economy. Choosing locally manufactured goods and locally grown products helps support local communities and generate Aussie jobs. As a result, consumers are increasingly seeking out the green and gold kangaroo to help make their purchasing decisions."

Underpinned by a third-party accreditation system, the green and gold kangaroo logo is Australia's most trusted and recognised country of origin symbol. Since the COVID-19 pandemic, three in five (58%) licenced Australian Made businesses have seen an increase in customers actively seeking, requesting, or buying more Australian Made and Grown Products**.

Almost all Australians (99%) recognise the green and gold Australian Made logo, with 97% associating it with the support of local jobs and employment opportunities, 95% with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability. Trust is also strong, with 92% of Australians confident products displaying the logo are made in Australia*.

You can visit Australian Made's Flood Fight Back page at www.australianmade.com.au/floodfightback.

Hemp Collective handcrafts a range of natural hemp Hair, Body and Pet Care Products. Check them out at www.hempcollective.com.au.

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^AMCL's Flood Fight Back page features licenced Australian Made products from businesses located in affected Local Government Areas outlined by [The National Recovery and Resilience Agency](#)

*Roy Morgan, 2020. Consumer Survey.

**Roy Morgan, 2021. AMCL Licensee Survey.

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 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 4200 businesses are registered to use the AMAG logo, which can be found on thousands of 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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