



For immediate release
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Media Release: Consumers urged to buy Australian Made this Christmas

As the trend for purchasing online continues, Australian Made, Australian Grown is urging shoppers to look for Australian made products this Christmas.

A recent report by the Australian Communication and Media Authority (ACMA) shows that 88% of Australians have performed at least one e-commerce activity in the past six months, with the majority of these transactions taking place on Australian websites.

Australian Made, Australian Grown Chief Executive, Ian Harrison, says it is more important than ever for Australians to look for genuine Aussie products when making purchases online.

“This Christmas we're encouraging Australians to look for the Australian Made logo on great gift ideas online and in traditional retail outlets,” Ian says.

“When shopping online you don't always know where the product you're buying comes from, but if it has the Australian Made logo on it, you can be sure it has made by Australians, for Australian conditions and to Australia's high standards,” he says.

“Additionally, any purchase of a product bearing the Australian Made, Australian Grown logo helps provide jobs and skills training opportunities for Australians in a wide range of industries; it underpins our community.”

Australian Made, Australian Grown has compiled a list of great gift ideas that all use the Australian Made logo.

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INTERVIEW OPPORTUNITIES

Ian Harrison and Australian Made, Australian Grown licensee business owners

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The **Australian Made, Australian Grown Campaign** is a not-for-profit organisation that administers and promotes authentic Australian goods carrying the Australian Made logo. Research shows the Australian Made logo is recognised by 94% of shoppers and trusted by 85% over any other country of origin identifiers such as flags, maps and pictures of animals. More than 1750 businesses are registered to use the Australian Made logo which can be found on over 10,000 products sold here and around the world. Find out more at www.australianmade.com.au

For Him

Business	Products	Available	Price range
Dosh	functional, innovative wallets for the modern, style savvy individual	www.dosh.com.au	\$39.95-\$99.95
Profishional Protection	protective fishing gear	www.profishional.com.au	various
Wilderness Wear	designs and self-manufactures premium level outdoor clothing and accessories	www.wildernesswear.com.au	from \$6
Henselite	lawn bowls, specialist bags and footwear, bowls accessories, dedicated apparel and hats	http://www.henselite.com.au/stockists/select	various
Heatlie Barbecues	barbecues and roasters	Barbeques Galore and independant barbecue retail stores across Australia	various

For Her

Business	Products	Available	Price range
St Albans	fine mohair and alpaca products including throw rugs and scarves	David Jones, Myer and www.stalbans.com.au	various
Pendants Australia	youthful jewellery designs for modern, stylish women	www.pendants.com.au	various
Pure Pod	contemporary, sustainable and organic fashion	www.purepod.com.au	various
Kora Organics by Miranda Kerr	premium certified skincare	David Jones, Terry White Chemists and www.koraorganics.com	\$24.95-\$59.95
Two Sheep	Australian ugg boots and other sheepskin products	www.twosheep.com.au	various
Simple but Tricky	Custom furniture and lifestyle products which can transform your home, office or outdoor environment	www.simplebuttricky.com	from \$7.50
Dusk	extensive and unique range of candles, accessories and home décor items	www.dusk.com.au	various

For Kids

Business	Products	Available	Price range
ColourMeArt	Colouring in products designed and hand-drawn by artist Helen Ashley	www.colourmeart.com	\$7.95-\$19.95
Greenhat Workshop	Made from environmentally sustainable plantation pine, PLANKS are sturdy long-lasting and unique building blocks for creative minds	www.greenhatworkshop.com	from \$69.95
Flat Friends	Flat Friends are lovable animal & children characters who come to life through books, educational toys, computer games & animation	www.flatfriends.com.au	from \$22.17
Splatter	Original Australian artworks, stationery, clothing books, prints, clothing and decor	www.splatter.biz	various
Little Innoscents	Natural, multi purpose, funky and effective baby products developed by a mum	www.littleinnoscents.com.au	\$5.99-\$19.99