

## **Australian Made**

Unfortunately, with national economies working the way they do these days, much of Australia's produce is now produced overseas. So it has become very important to Australians in recent years to bring the production back to Australian shores and increase our own economy. The main way we can do this is by purchasing Australian Made products, so that the money used to purchase the products stays within the Australian economy and promotes Australian jobs.

Australian Made products are easily recognisable by the distinctive green logo that is placed on them. Research has shown that almost two-thirds of Australians will consciously choose to purchase Australian Made products if they are available.

Labelling legislation is changing to make it easier to determine which products are actually grown, manufactured and sold within Australia, as opposed to those which are perhaps grown in Australia but then sent overseas for manufacture. Many companies that do this still market their products as Australian Made, but they are in fact only grown here and then manufactured elsewhere. Australians are becoming more conscious of this issue and are becoming more determined to rectify the problem.

Because, basically, buying un-Australian products is, well, just un-Australian.