

Australian Made Policy

Products

Let's first understand what is categorised as 'Australian Made'.

Australian Made Promotional Products are items that have been "substantially transformed" in Australia with more than 50% of the cost of production is carried out in the country. Read more about this [here](#).

Benefits of Australian Made Products

We see five main benefits:

1

Production stays within the community, with fellow Australian's receiving benefits and jobs are created helping bind together the community.

4

Products made in Australia are usually safer for your brand with rigorous testing.

2

Australian made gifts and products are usually made to a higher quality than products from overseas.

5

Eco and sustainability benefits as the products have a much shorter delivery distance and therefore a smaller carbon footprint.

3

Anything produced in Australia must be held to a certain level of social and environmental compliance that may not be the case overseas.

Our Policy

We have to make an honest assessment of the possibilities and state of local manufacturing. Manufacturing in Australia has been in decline with most of the things we buy being imported from overseas. Any trip to Bunnings makes this point more clearly than we can.

However, we have a very simple policy – we will prioritise Australian made over imported even where it costs more to do so (within parameters that customers are will to pay for). Our challenge is that in many cases these products simply are not made in Australia. Across our industry in Australia we estimate Australian made products to represent about 8-10% of the market.

Unlike competitors we have a dedicated product gallery highlighting Australian made options [here](#). We have a long history of working with Australian manufacturers and will continue to do so.

The main types of Australian made products we offer are: Paper based products, water bottles, confectionery, stubby coolers and high-end leather goods.

Understanding Cost Inputs On A Delivered, Branded Product

At time of writing, [this pen](#) sells for \$.79+GST with a 1 colour print on 1000 units. It's made overseas, freighted to and warehoused in Australia, printed in Australia and then freighted locally into the customers hands.

How much of that goes to the offshore factory.? Less than 15 cents. The rest of the cost is made up from freighting, storage, printing, local freighting, importer margins, distributor margins. The majority of the 'cost' is retained here in Australia and the profit retained in Australia.

If we consider a more expensive item like a picnic blanket, more of the cost that the customer pays is imbedded in the basic manufactured overseas. The decoration as a proportion of the 'cost' is less.

It is easy to underestimate how much of the cost/profit of the Promotional Products they buy are retained in Australia because most of these items are decorated with your branding here, freighted here, and supplier and distributor margins are retained here.