

Darren Turner (ILF2015) featured in Industry Update Manufacturing Magazine

CALL TO ARMS TO SUPPORT REGIONAL AUSTRALIAN MAKERS

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Once again, the Australian Made Campaign is urging consumers to support local growers and manufacturers this Australia Day by looking out for the iconic green and gold kangaroo logo.

In the words of Australian Made Chief Executive, Ben Lazzaro: “Australian-made and -grown products play an important role in our economy. It’s been tough for Aussie farmers and manufacturers, particularly those in rural and regional areas affected by fire and drought.



“We need to rally behind our local businesses. Every dollar spent on locally made and grown products will have a direct impact on the livelihoods of Aussie farmers and manufacturers, as well as the wider community.

“We are so lucky to have access to some of the best products in the world made right here in our backyard. Shoppers should look for the Australian Made logo to be sure they’re buying genuinely Australian products.”

These sentiments are echoed by Australian Made licensee MiniJumbuk from the country town of Naracoorte in South Australia. MiniJumbuk Managing Director, Darren Turner, says that buying Australian Made products is the best way to help local businesses and communities.

“I think it’s important that all Australians realise that every time they purchase an Australian Made product they are supporting the entire country, and in that country, you get these small communities like Naracoorte.

“I just think if there is a choice between buying something that is made locally in Australia verses something made overseas, why not make the choice to play a part in supporting local communities and our country. The more we can manufacture here, the more we can make Australian Made products here, the strong and better our country will be,” says Turner.

Established in 1975 by local sheep shearer, Don Wray, MiniJumbuk has grown to become a global leader in the design and manufacturing of premium wool bedding products. Darren Turner believes part of the company’s success is down to its local roots.

“I believe that MiniJumbuk being base in a small regional town in the heart of Australia’s prime wool growing areas plays a big part in the brand. Customers like authenticity, they like traceability.

“It’s really important that we remain in this community. We love being part of Naracoorte, and I think Naracoorte certainly loves having MiniJumbuk as part of its town.”

MiniJumbuk features in the Australian Made Campaign’s [Australian Makers video series](#).

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