



JAX WAX AUSTRALIA

What is one of the biggest challenges of creating or selling Australian Made?

“Being able to source raw and packaging materials that are made in Australia. We have recently obtained the right to use the Australian Made kangaroo symbol. Every product that we sell is manufactured by us in Australia but unfortunately virtually all our raw materials come from overseas. This has nothing to do with cost – they are just no longer made here. Manufacturing locally is very difficult especially since the decline of the large manufacturing industries – cars, white goods, brown goods, etc. There is less need for local support services – engineering for example, due to this decline and because of this it is hard to source locally made machinery. We also have to compete with companies that manufacture cheaply in Asia – we pay our staff properly and have to provide holidays, sick pay, superannuation, payroll tax, safety legislation and the list goes on and many of our off-shore competitors do not have to do any of these things. Because of these factors we are generally more expensive than products from overseas and it is difficult to get consumers (both public and professional) to see the value in supporting locally made – even though these consumers still expect to be employed locally and complain about not enough jobs for their families and friends.

How does your brand represent true Australian values?

“We spend considerable time visiting our customers overseas and

know how valuable an asset being Australian is. Unfortunately, there are companies overseas that try to cash in on an Australian theme even though they actually have nothing to do with Australia. Because of this we are passionate about making sure that all our branding reflects that we are genuinely Australian. We feature Australian flora on all our packaging with reference to Aboriginal uses for each of these plants. We are very focused on supporting those less fortunate than ourselves and pride ourselves on our mateship values. We donate both time and money to supporting indigenous groups – Michele Hetherington our head trainer is Aboriginal, and we take advice from her as to who, what and how to best help. We are currently involved with a project in Sydney that will focus on training Aboriginal persons for a future career within the beauty industry.

Australian’s have a reputation for being honest – somewhat blunt sometimes – and we strive to be honest in our dealing with our stakeholders – staff, customers and suppliers and in the way that we advertise our brand around the world – we do not make claims or promises that we cannot keep.

Australian’s are ethical, and I like to think that we are an ethical company.”



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