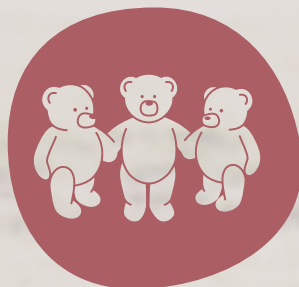


2032

OLYMPIC GAMES PROPOSAL



**Tambo
Teddies**
Childhood friends for life



ABOUT TAMBO TEDDIES



Tambo Teddies was born in 1993 in the small outback town of Tambo, Queensland, in response to an economic downturn affecting the region's wool industry. Recognising an opportunity to support local employment and promote Australian wool, a group of innovative locals developed the idea of handcrafted teddy bears made from premium Australian sheepskin. From humble beginnings, Tambo Teddies has grown into an internationally recognised Australian brand, synonymous with quality, sustainability, and regional manufacturing.

Since 2014, under the ownership of Tammy Johnson and Alison Shaw, Tambo Teddies has flourished, expanding its reach, increasing production capacity, and solidifying its reputation as a leader in Australian-made, high-quality handcrafted teddy bears. While embracing growth, the business has remained true to its roots, continuing to manufacture in rural Queensland and expanding into Toowoomba, where it has established a regional sewing hub to meet rising demand.

Tambo Teddies holds the internationally recognised Woolmark symbol, showcasing its commitment to premium Australian wool and ethical production standards. The brand's prestige has also made it the gift of choice for the Queensland Government when welcoming visiting royalty and dignitaries, reinforcing its reputation as a true icon of Australian craftsmanship.

Beyond its retail success, Tambo Teddies has put Tambo on the map as a tourism destination. The Tambo workshop is a major attraction, drawing visitors eager to witness the bear-making process and experience firsthand the authenticity of an Australian-made product. The company also supports local employment, charitable causes, and environmental sustainability by incorporating recycled materials into its products.

Tambo Teddies has been widely recognised for its contributions to business and regional development, receiving prestigious awards such as the Google and Regional Australia Institute's 'National Online Hero' award and recognition from the Queensland Government for multicultural business success. These accolades highlight the company's dedication to innovation, sustainability, and community engagement.

Tambo Teddies stands as a testament to Australian ingenuity and resilience. With a reputation for excellence and a strong commitment to preserving traditional craftsmanship, Tambo Teddies is well-positioned to partner with Government initiatives that value sustainability, regional economic growth, and the promotion of Australian-made goods.

TAMMY JOHNSON, co-owner of Tambo Teddies, is a proud Charleville girl who has made a significant impact on both business and community life in Tambo. A qualified Primary School Teacher, Tammy brings her passion for education, organisation, and leadership into every aspect of her work, from running a successful business to supporting local community initiatives. Her dedication to the town was recognised when she was named Tambo's Citizen of the Year for the Blackall-Tambo Region in 2024.

A strong advocate for community engagement, Tammy is actively involved in numerous local organisations, particularly sports clubs, including Polocrosse, Pony Club, Swimming Club, Race Club, and Netball Club. Whether coaching, organising events, or mentoring young athletes, she plays a key role in fostering sports and recreation opportunities in the region.

In addition to managing Tambo Teddies, Tammy supports her husband, Malcolm, in his fencing and yard-building business, while also raising their three children, aged 5 to 9 years. She is a hands-on mother, ensuring her children have strong educational and sporting opportunities and is actively involved in their schooling and extracurricular activities.

Beyond business and family, Tammy also has a passion for music and is a member of a local band, contributing to the cultural and social life of the community. Her ability to balance business ownership, teaching, family, and community leadership showcases her dedication, resilience, and passion for rural life.

With her entrepreneurial spirit, strong leadership, and unwavering commitment to regional Queensland, Tammy continues to drive the success of Tambo Teddies while making a lasting impact on the Tambo community.

ALISON SHAW, the other half of Tambo Teddies, brings a deep passion for wool, business, and community development to her role. Originally from New Zealand, Alison's career began in the wool industry as a Woolclasser, where she developed a strong appreciation for the versatility and quality of Australian wool. This passion naturally transferred to handcrafted teddy bears, and since taking ownership of Tambo Teddies in 2014 alongside Tammy Johnson, she has played a key role in growing the brand into an internationally recognised business.

Alison is married to Roderick, a proud Queenslander, and together they have two adult children. When they aren't busy with work and community projects, they enjoy taking time each year to return to New Zealand, where they relax at their family bach (holiday home).

Beyond business, Alison has always been deeply involved in community development, previously working as an Arts and Cultural Officer and actively contributing to local groups such as the Stock Show, Arts Council, Gallery, and the Tambo Tourism and Business Association Inc. Her dedication to supporting rural communities and small businesses has been widely recognised.

Alison was recognised as one of Queensland's 100 Faces of Small Business in 2018 and has been a dedicated advocate for regional communities, serving three terms on the Queensland Regional Community Forums. She also contributed her expertise as a member of the Queensland Small Business Advisory Council from 2022-2024. In 2016, Alison was named an Advance Queensland Digital Champion, highlighting her efforts in helping small businesses adopt technology and drive digital transformation.

With her business acumen, passion for wool, and commitment to regional development, Alison continues to drive the success of Tambo Teddies while making a lasting impact on the local community and Queensland's small business landscape.



Why the 2032 Games Committee and the Queensland Government Should Choose a Tambo Teddies Koala as the Official Athlete Gift



"YES from us of course. Western QLD needs some good news & this would be amazing for the region. Means regional QLD would be represented. Go Gals. Good Luck."

Gill Russell

An Iconic Australian Symbol

- The Koala is instantly recognisable worldwide as a beloved representation of Australia, making it a meaningful and memorable gift for athletes.
- It embodies the warmth, uniqueness, and character of the country, creating an emotional connection for those receiving it.

A Proud Queensland Emblem

- The Koala is the official animal emblem of Queensland, making it the perfect mascot for Brisbane 2032 and a true representation of the host state.
- Showcases Queensland's rich biodiversity and commitment to conservation, aligning with the Games' focus on sustainability.

A Premium, Handcrafted, Australian-Made Gift

- Handmade from premium Australian sheepskin by Tambo Teddies, ensuring quality, durability, and a strong connection to the Australian wool industry.
- 100% Australian-Made and owned, supporting local manufacturing and reinforcing the Games' commitment to homegrown products and ethical production.
- Created in regional Queensland, ensuring that the economic benefits of the Games extend beyond Brisbane to support rural communities.

A Meaningful Keepsake

- Unlike mass-produced souvenirs, each Tambo Teddies Koala is individually made, making it a truly one-of-a-kind memento for athletes and dignitaries.
- A soft, high-quality, and long-lasting gift symbolising Queensland's spirit and hospitality for athletes to cherish for years.

A Gift that Tells a Story

- Represents Australian ingenuity and sustainability, supporting the wool industry and regional businesses.
- Represents the Games' values of inclusivity, sustainability, and local economic support, making it more than just a souvenir—it's a piece of Queensland's story.

A Tambo Teddies Koala is more than just a gift—it's an authentic piece of Australia, a symbol of Queensland pride, and a lasting memory of the Brisbane 2032 Games.



"I vote a resounding YES. Tambo Teddies for first, second and third. Stand proud our little Queenslander."

Kathleen Kirkwood.



Why the 2032 Games Committee and the Queensland Government Should Choose Tambo Teddies as a **Supplier**

“Brilliant product,
Australian made with
great care given to
quality.”

Dale Simpson



Quality, long-lasting premium products:

- Crafted from premium Australian sheepskin, Tambo Teddies are designed to be incredibly durable and long-lasting, making them treasured keepsakes for generations.
- Each teddy is handmade with care and precision, ensuring a high level of quality, consistency, and attention to detail in every product.
- Renowned for their softness, strength, and resilience, Tambo Teddies maintain their shape and comfort even with years of love and play.

Proven Track Record of Prestigious Gifts

- Tambo Teddies has a history of being selected for high-profile, official gifts, demonstrating its quality, reputation, and prestige, including:
- Prince William & Princess Kate (2014)
- Prince Harry & Meghan (2018)
- Prince Christian of Denmark (2005)
- Choosing Tambo Teddies for Brisbane 2032 would continue this tradition of excellence, reinforcing the Games' commitment to premium, Australian-made gifts.

Ethical, Sustainable & Australian-Made

- Tambo Teddies is 100% Australian-owned and made, supporting local manufacturing, rural communities, and the Australian wool industry.
- Handmade from premium Australian sheepskin, aligning with the Games' commitment to sustainability and showcasing Queensland's agricultural strengths.
- By choosing ethically produced, long-lasting, and natural materials, the Games Committee can ensure its merchandise aligns with global sustainability goals.

Creating Jobs & Supporting Diverse Communities

- Tambo Teddies is committed to job creation and inclusivity, employing migrant refugees and providing opportunities in regional Queensland.
- Tambo Teddies operates its headquarters, main workshop, and retail outlet in Tambo, while manufacturing at their regional sewing hub in Toowoomba. This dual-location model enables the business to expand production capacity while delivering economic benefits and employment opportunities across two regional Queensland communities.
- Partnering with Tambo Teddies would demonstrate the Games' commitment to diversity, inclusion, and regional economic growth, ensuring that the benefits of Brisbane 2032 extend beyond the city.

Boosting Queensland's Regional Economy & Legacy

- Manufacturing in remote and regional Queensland ensures the economic benefits of the Games reach communities across the state.
- Supports Queensland's small business sector, reinforcing the government's dedication to regional economic development.
- A legacy opportunity for sustainable tourism in rural Queensland, attracting visitors to see where the iconic Games gifts were made.

By selecting Tambo Teddies as an official supplier, the 2032 Games Committee and Queensland Government would be championing an ethical, sustainable, and regionally inclusive business that embodies the values of Queensland and Australia on a global stage.

Benefits for the Queensland Government in Choosing Tambo Teddies for Brisbane 2032 Athlete Gifts



"Totally agree for the Tambo teddies/koala to be the 2032 Olympic mascot. Yes! Australian company with an Australian mascot as the Koala. Say no more!"

Angela

Authentically Australian & Handcrafted in Queensland

- 100% Australian-made and owned, ensuring a meaningful and locally crafted keepsake that represents Queensland's heritage and identity.
- Handmade from premium Australian sheepskin, showcasing the country's rich wool heritage and industry plus commitment to sustainability.
- Manufactured in regional Queensland, supporting rural communities and celebrating local craftsmanship on the world stage.

Statewide Economic and Community Impact

- Choosing Tambo Teddies ensures the economic benefits of the Games are spread across the entire state, rather than being concentrated in the southeast corner.
- Supports a regional small business, creating jobs and opportunities in rural Queensland.
- Provides a unique selling point for Brisbane 2032, showcasing Queensland's diverse economy, from agriculture (wool industry) to world-class manufacturing.

Promotes Queensland as a Leader in Sustainability & Ethical Production

- Highlights Queensland's commitment to sustainable, ethical, and locally made products, aligning with global expectations for major sporting events.

- Supports the Australian wool industry, known for its natural, renewable, and biodegradable products, reducing reliance on synthetic materials.

Strengthens Queensland's Global Reputation

- Reinforces Queensland's brand as a producer of high-quality, handcrafted goods, making an impact on athletes, dignitaries, and international media.

Creates a Lasting Legacy for the Games

- Ensures each athlete and dignitary takes home a meaningful, long-lasting memento that tells the story of Queensland's craftsmanship and rural industries.
- Positions Queensland as a state that values regional businesses, sustainability, and high-quality Australian-made products.

By choosing Tambo Teddies Koalas as the official athlete gifts, the Queensland Government has the opportunity to showcase the entire state, deliver real economic benefits to regional communities, and present an authentic, sustainable, and memorable symbol of Brisbane 2032 to the world.



"Should be compulsory for every athlete to receive a Tambo Koala. It is a brilliant idea!!"

Iris Bennett



"Brilliant idea, truly a Queensland icon! Even the royals have one as well as my UK rellies. Go Tambo Teddies, oi oi oi."

Sally Klaassen



I Tambo Teddies



"I now own a Tambo Teddy & a Tambo Chicken, I have purchased these for prosperity, and I know the degree of excellence is there for when I pass them on to my grandchildren, I know they will still be like new because of the high quality in workmanship that is very evident."

Mark Lane

"I bought a Tambo Teddy in 2002 for our Granddaughter. She still has it."

Tessa Reid

"I have a beautiful Tambo Tedd y, he still has a card on him but no number. I think he must be over 20 years old. His name is "Toolong Threadbare" could you tell me how old he is. I bought him when travelling thro Tambo, I think it was there was a wool crisis at the time. Threadbare and I now live in nursing home."

Ruth Land

"My Husband bought me one many yrs' ago - I really love it!"

Cheryl McNamee

"The quality is second to none. I would recommend buying a Tambo Teddy as it is an amazing gift to a loved one."

Peta Whiteman

"We have 3 beautiful Tambo teddies, 1 lovely Wombat and a gorgeous Dorper skin. So, we are big fans and think it would be a perfect idea to give all the athletes a little piece of Qld to take home. Considering Koalas are our state animal and Tambo Teddies are first class Qld manufacturer's of soft animals made from Australian wool. Helping the Koalas would be a really great idea as well."

Cheryl Anderson.

"This is the tenth Tambo Teddy we have purchased for our grandchildren and great grandchildren. A tradition started by my husband when he discovered the history of your famous Tambo Teddies shop on one of our many road trips. A beautiful gift to be treasured."

Christine Knight

Tambo Teddies



Childhood friends for life

Alison

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