



MEDIA RELEASE
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Australian Made Campaign elects first female Chair

The Board of Australian Made Campaign Ltd (AMCL)—the organisation that administers and promotes the famous Australian Made logo—has appointed a new Chair, Kate Carnell AO.

Kate Carnell succeeds outgoing Chair Allyn Beard, Director of Sydney-based mattress manufacturer A.H. Beard, who retired from the Board after 14 years as a Director.

Kate Carnell, AMCL's first female Chair, is one of Australia's leading senior executives. Kate's past roles include Australian Small Business and Family Enterprise Ombudsman, CEO of the Australian Chamber of Commerce and Industry (ACCI), CEO at Beyond Blue and CEO of the Australian Food and Grocery Council. She is also the former CEO of the Australian General Practice Network and was elected to the ACT Legislative Assembly in 1992, becoming ACT Chief Minister for two terms.

"I am excited and honoured to be elected Chair of the Australian Made Campaign," said Ms Carnell. "My background in business has shown me how important it is to champion organisations that produce their products locally. Australians are looking for Australian Made and Australian Grown products, and the Australian Made logo helps them exercise this preference."

The Board also announced the retirement of AMCL Director Fiona Simson. Outgoing Chair Allyn Beard paid tribute to Ms Simson and thanked her for her 8-year service to the AMCL board.

Mr Beard said, "I would like to acknowledge the contribution of Fiona, who has been a valued member of the Australian Made Board of Directors for the last eight years. On behalf of the Board and the staff of Australian Made, I would like to thank Fiona for her service and wish her all the best for the future."

Former Senator the Honourable Kim Carr and Technology Leader Kerry Purcell also joined the Board as Directors.

The full AMCL Board of Directors now comprises:

- Kate Carnell AO (Chair), Company Director
- Nicki Anderson (Deputy Chair), Company Director (ASX, Private Family, Not for Profit)
- Paul Jensen (Treasurer), Chairman, Watarrka Foundation
- Andrew McKellar, CEO, Australian Chamber of Commerce and Industry
- Jim Sturgess, CEO, Crimsafe Security Systems Pty. Ltd
- The Hon Kim Carr, Former Senator
- Kerry Purcell, Technology Leader

It is an exciting time for the Australian Made Campaign. The Australian Made logo has never been more visible and prevalent across so many industries. More than 4500 businesses are currently licensed to use the logo on thousands of products sold here and around the world.

Australian Made Chief Executive Ben Lazzaro said that the strategic direction provided by its Board of Directors had been instrumental to the logo's success.

"AMCL is privileged to have such a strong board of talented individuals with diverse backgrounds. From industry and government to small business and cause-led organisations, together they help set the strategic direction of the Campaign," said Mr Lazzaro. "AMCL's Directors don't get paid a cent for their work – they do it because they are passionate about promoting Australian Made."

More information about the Australian Made Campaign and the Australian Made logo can be found at www.australianmade.com.au.

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce. It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo, goods must meet the criteria set out in Australian Consumer Law as well as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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