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## CONSUMERS MAKE EVERY DAY AUSTRALIA DAY

The Australian Made logo has had its most successful year in its 24 year history with a record 46% increase in the number of businesses signing up to use the logo. And it's all thanks to Australian consumers, who have made it very clear that they want to buy Australian and look for the famous logo to do so.

"Every day, consumers around Australia make conscious decisions to buy products made here in Australia. They do so, because they understand that buying Australian means quality products made by Australian workers to high standards in the local environment – investing back into their own community. The growth we have experienced is thanks to these consumers who make every day Australia Day by supporting local businesses," says Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign.

The much loved green and gold symbol can be found on more than 10,000 products sold here and around the world.

"The growth over the past year has been nothing less than extraordinary. In a year where some of Australia's iconic businesses have cut jobs and moved production overseas, we've seen a resurgence growth in the sign-up of local businesses looking to promote that their products are Australian. It is perhaps not surprising. Consumers are clearly looking for Aussie products, so it makes sense for Australian growers, processors and manufacturers to promote their goods as such, and the simplest and most effective way to do that is to use the Australian Made logo," says Ian Harrison.

The green and gold logo is the most trusted and recognised symbol for products that are truly Australian. Research conducted by Roy Morgan Research in July 2009 shows that 94% of consumers recognise the symbol while 85% trust it over any other Australian country of origin identifier.

### AVAILABLE FOR INTERVIEW

Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign

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**About Australian Made, Australian Grown:** AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods by using the famous Australian country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government. [www.australianmade.com.au](http://www.australianmade.com.au)