



The Australian Made Campaign

03 MAY 2016

MEDIA RELEASE

Australian Made welcomes ACCC action against ugg boot importer making misleading claims

The Australian Made Campaign has welcomed action taken by the Australian Competition and Consumer Commission (ACCC) today against ugg boot manufacturer Kingdom Groups International Pty Ltd (Kingdom), for misusing the Australian Made logo on its Chinese-manufactured products and associated marketing materials.

Kingdom's website featured images of the Australian Made logo attached to its 'Aries Sheepskin footwear', along with statements that the footwear was 'truly Australian made', and manufactured in 'Junee, Canberra, Australian Capital Territory'. The products were also being fraudulently tagged with the Australian Made logo.

Following an investigation by the Australian Made Campaign, and subsequently, the ACCC, Kingdom was ordered to pay \$10,800 for the infringement.

"Australia has an excellent reputation for producing quality products and produce, which makes us a target for copycat manufacturers and frauds," Australian Made Campaign Chief Executive, Ian Harrison said.

"Consumers look for the Australian Made logo to identify genuine Aussie products, and Australian farmers and manufacturers rely on it to market their products, so it is of the utmost importance that we protect the integrity of the brand."

"We hope this sends a strong message to people that misuse of the logo will not be tolerated," Mr Harrison said.

The ACCC's media release on the matter can be found here: <http://www.accc.gov.au/media-release/sheepskin-footwear-seller-pays-10800-penalty-for-alleged-false-or-misleading-%E2%80%98australian-made%E2%80%99-representation>.

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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

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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 thirty years. It does this by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping.

The AMAG logo can only be used on products that are 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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2500 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au