



## The Australian Made Campaign

14 June 2016

### **MEDIA RELEASE**

#### **Famous Aussie ‘Lambassador’ Sam Kekovich joins the Australian Made Campaign**

Australian media personality Sam Kekovich has teamed up with the Australian Made Campaign (AMCL) to encourage shoppers to look for the famous Australian Made, Australian Grown logo when they shop.

The well known ‘Lambassador’ has taken to the airwaves for AMCL, voicing radio advertisements encouraging consumers to look for genuine Aussie products that carry the logo and buy with confidence.

“There’s nothing more Australian than supporting local products and produce by looking for the iconic green and gold kangaroo logo,” Mr Kekovich said. “You know it makes sense to buy Aussie.”

The radio campaign comes just weeks before the introduction of the Federal Government’s new food labelling program, which will see nearly all food products made or grown in Australia carry the famous Australian Made, Australian grown logo.

“Sam has already been part of something quintessentially Australian in his role as ‘Lambassador’ so it was an obvious choice to get him on board,” AMCL Chief Executive Ian Harrison said.

“Hearing such a well known Australian identity on radio, encouraging shoppers to buy genuine Australian products and produce will no doubt have an impact,” he said.

The Government’s new food labelling scheme commences on 1 July 2016. Business will have two years to transition to the new food labels.

**--ENDS--**

#### **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.

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 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](http://www.australianmade.com.au)