



16 AUGUST 2016

MEDIA RELEASE

Australian Forestry Standard becomes an Australian Made Campaign Associate

Australian Forestry Standard Limited (AFS) has become a Campaign Associate of the Australian Made Campaign (AMCL), further reinforcing their commitment to promoting locally sourced, sustainable forests along with wood and paper products.

AFS owns and manages the Australian Forest Certification Scheme. It was established in 2002 to encourage the sustainable management of Australia's plantation and native forests.

AFS Chief Executive Officer, Simon Dorries, said he looks forward to using the relationship with the Australian Made logo to help local forest managers grow their businesses, create jobs and operate sustainably.

"The profile of the AFS brand is growing in Australia and internationally, we feel this partnership will help raise that profile even more," Mr Dorries said.

"Promoting Australian certified wood is not only important to local forest managers, it is increasingly more important these days for Aussie consumers and retailers who are becoming more sensitive when selecting wood products and related services. They're now more focused on the environment and social consequences of their purchasing decisions."

Companies who process, remanufacture and trade in wood and paper products can encourage sustainable forest management by purchasing and promoting their use of wood from certified forests.

Chief Executive of AMCL, Ian Harrison, has welcomed AFS and believes the organisation will benefit from the marketing power of the Australian Made, Australian Grown logo.

"We look forward to working with AFS in promoting the Australian Made logo as a useful business tool that creates that point of difference when encouraging Australian manufacturers to choose locally sourced and certified wood and paper products," Mr Harrison said.

--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

Jo Macarthur, Media and Communications Officer



P: +61 3 9686 1500 / +61 433 132 966

E: jo@australianmade.com.au

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