



## The Australian Made Campaign

16 SEPTEMBER 2016

### **MEDIA RELEASE**

#### **Australian Made urges Aussies to celebrate Family Business Day 2016**

The Australian Made Campaign is encouraging businesses across Australia to promote their heritage on Family Business Day which is held annually on 19 September.

Family Business Day is an opportunity for all family and non-family members of the family business, as well as stakeholders and local governments to come together and recognise this important sector.

More than two thirds of all Australian businesses are family businesses, and many of those make and grow the products they sell in Australia, keeping local farms and manufacturing plants in business and local people in jobs.

Many of the country's largest and most loved companies started off as a family business including Australian Made licensees Coopers Brewery, Willow, AH Beard, Ugg Australia and Akubra Hats.

Family farmers and manufacturers are encouraged to use the hashtags #madebyyourfamily and #grownbyyourfamily to help promote their products on social media or use the special social media tiles created for the day.

To find products made and grown locally by family businesses, consumers can look for the FBA emblem and Australian Made, Australian Grown kangaroo logos on products in-store, search for the hashtags online or visit [www.fambiz.org.au](http://www.fambiz.org.au) and [www.australianmade.com.au](http://www.australianmade.com.au).

--ENDS--

#### **NOTE TO MEDIA**

Australian Made Campaign Chief Executive, Ian Harrison, and Family Business Australia Chairman, Stephen Samson, are available for interview. Please contact us if you would like to schedule a time.

#### **MEDIA CONTACTS**

Jo Macarthur, Media and Communications Officer

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

E: [jo@australianmade.com.au](mailto:jo@australianmade.com.au)

Nicole Oswell, National Marketing and Membership Manager

P: +61 3 9867 5322

E: [noswell@fambiz.org.au](mailto:noswell@fambiz.org.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.

The AMAG logo supports growers, processors and manufacturers in Australia 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; it has been doing this since its introduction by the federal Government in 1986.

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 2300 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)

## **ABOUT FAMILY BUSINESS AUSTRALIA**

Family Business Australia is the peak body committed to contributing to Australia's future through a dynamic and sustainable family business community.

The organisation does this by facilitating and engaging resources and channels that promote success and foster sustainability and longevity. Programs and products are developed to build stronger families and healthier businesses.

It aims to provide access to specialist family, business and technical services and generate opportunities for families in business to learn and grow by networking and sharing with their peers.

[www.fambiz.org.au](http://www.fambiz.org.au)