



22 NOVEMBER 2016

MEDIA RELEASE

Australian Made, Australian Grown logo celebrates 30 years

2016 has been an important milestone for the iconic Australian Made, Australian Grown logo – it is celebrating 30 years of helping businesses promote and consumers easily identify genuine Aussie products and produce.

This was formally recognised at a major business dinner in Canberra – at which Prime Minister Malcolm Turnbull was the guest speaker.

The logo was launched in 1986 by then Prime Minister Bob Hawke to encourage Australians to buy genuine Aussie products and produce. It's now used by more than 2600 business and appears on more than 16,000 products sold in Australia and around the world.

Over the past 3 decades the logo has achieved some important milestones– including the introduction of the Australian Grown descriptor in 2007 and the incorporation of the logo this year into the Government's new food labelling scheme, which will see it on the labels of nearly all Australian food products by the time the new scheme becomes compulsory on 1 July 2018.

The logo, which is universally recognised (98%) and trusted (89%), also features heavily in export markets particularly throughout Asia where consumers are interested in Australia's enviable reputation for safety and quality. The AMAG logo helps establish that immediate connection to Australia.

Ian Harrison, Chief Executive of Australian Made Campaign Limited (AMCL) says the logo continues to play its pivotal role.

“The logo has been helping establish that immediate connection between Australia and its products for 30 years. It has been great for business and great for consumers,” says Mr Harrison.

“Manufacturing products and growing produce locally still underpins our community. Buying Australian means reinvesting in that community and this helps to create employment opportunities and wealth.”

In keeping with the logo's celebrations at the Australian Chamber of Commerce and Industry dinner, Mr Turnbull was presented with some limited edition Australian Made Coopers Vintage Ale.

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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.



The Australian Made Campaign

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 2600 businesses are registered to use the AMAG logo, which can be found on some 16,000 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