



The Australian Made Campaign

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MEDIA RELEASE

CHRISTMAS – WHAT A GREAT TIME TO BUY AUSTRALIAN

Christmas is a great time of the year to celebrate and support local manufacturers and farmers. Whether it's Christmas presents under the tree, gifts to friends and family or the delicious food on the table at lunch and dinner, the best choice for consumers to make this year is Australian Made or Australian Grown.

And the best way for consumers to be sure that what they're buying is genuinely Australian is to look out for the green and gold Australian Made, Australian Grown (AMAG) kangaroo logo.

"We have plenty to celebrate at Christmas and that includes the fantastic products and produce we have here in this country, and the people behind them," Australian Made Chief Executive, Ian Harrison, said.

"When you buy Aussie-made and grown products, you know you're getting great quality and the reassurances that come along with that, but you can also count on the fact that your purchase is supporting a local grower or manufacturer at the same time."

"Shoppers will also find that there are plenty of benefits to buying Aussie products and produce including warranties, returns policies and the right to a refund if something is defective. These may not be included when products are sourced directly from overseas," he added

Those looking to buy quality Australian-made or grown gifts over the Christmas period can look for the logo in store or online. The Australian Made website lists more than 16,000 products: www.australianmade.com.au. Only certified products can be featured, which means that you can be sure that the products you source via the website are manufactured, processed or produced in Australia.

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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.

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.
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www.australianmade.com.au