



The Australian Made Campaign

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MEDIA RELEASE

Australia Day – a great day to get behind the ‘green and gold’

If you want your Australia Day to be as authentic as possible, products carrying the Australian Made, Australian Grown (AMAG) logo should be a big part of the celebrations.

“Australia Day is just that – a special day where we celebrate all the great things about being Aussie and that includes all the great things we grow and make,” Australian Made Campaign Chief Executive, Ian Harrison, said.

“It’s a very apt time for consumers wanting to support local farmers and manufacturers and the best way for consumers to know that what they’re buying is genuine Aussie is to look for the AMAG logo.” Mr Harrison added.

“We want consumers to look for the famous green and gold kangaroo logo whenever possible and to get behind the products and produce that our great country has to offer.”

The AMAG logo is the only registered country of origin certification for all products and produce made or grown in Australia. More than 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Consumers can look for the AMAG logo in store or they can search the online directory on www.australianmade.com.au.

“It’s great to see consumers starting their year off on the right foot by supporting Aussie producers on Australia Day but we also want to see that backing continue throughout the year – let’s make every day Australia Day,” Mr Harrison said.

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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.

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 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 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