



## The Australian Made Campaign

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### MEDIA RELEASE

#### **Australian Made calls on consumers to buy local this Christmas**

#### ***Holiday gift ideas on the largest online product directory of locally made and grown goods***

The Australian Made Campaign is calling on consumers to make their purchases count and 'buy local' this Christmas, to support Australian farmers and manufacturers, and the retailers that stock their products.

Australian Made Campaign Chief Executive, Ian Harrison, says every dollar shoppers spend on Australian-made and Australian-grown gifts and produce for this season's celebrations will help businesses maintain production, employment and investment in the local economy and community in the year ahead.

"Supporting local businesses, and in turn our local communities, are just a few of the many great reasons to buy Australian," Mr Harrison said.

"Aussie products are innovative, well-made, and offer exceptional value for money – there's a great Aussie gift out there for everyone."

The not-for-profit Australian Made Campaign certifies products as locally made or grown, and maintains the country's largest online product directory of Australian-made and Australian-grown goods, housed at [www.australianmade.com.au](http://www.australianmade.com.au).

There are more than 20,000 products listed on the website, which are all certified to carry the Australian Made, Australian Grown kangaroo trade mark.

"The Australian Made, Australian Grown logo is one of the simplest ways to identify Australian products and produce, so we encourage all shoppers to look for the kangaroo in-store and online this festive season," Mr Harrison said.

For holiday gift ideas, shoppers can visit the Australian Made Gift Guide at <http://www.australianmade.com.au/products/christmas-crackers-2017>.

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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 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.

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[www.australianmade.com.au](http://www.australianmade.com.au)