



## The Australian Made Campaign

07 MARCH 2018

### **MEDIA RELEASE**

#### **Economic Development Australia partners with the Australian Made Campaign**

Economic Development Australia (EDA) and the Australian Made Campaign have formed a new partnership to help strengthen the connection between economic development professionals and local growers and manufacturers.

EDA is the peak national body for economic development practitioners, strengthening and promoting economic development through state and national events, professional development, advocacy and member support.

The relationship was announced at the annual Australian Made Campaign Supporters Forum, where Council Mayors, CEOs and Economic Development Professionals discussed the positive impact 'buy local' policies and messages have on the economy and the community, and developed tactics to help businesses leverage country-of-origin and localised branding.

In its role as an Australian Made Campaign Associate, EDA will facilitate access to Australian Made Campaign resources for economic development professionals and coordinate events to keep members informed on current initiatives and opportunities.

EDA joins councils from all over Australia in integrating the Australian Made, Australian Grown kangaroo logo into economic development communications. Iconic Australian production cities from Ballarat to Blacktown strengthen their advocacy and 'marketing tool kits' for Australian growers and manufacturers via their relationship with the Australian Made Campaign.

"EDA is proud to partner with the Australian Made Campaign, Australia's most recognised and trusted country-of-origin symbol," Economic Development Australia Executive Officer, Jacqueline Brinkman, said.

"The partnership between EDA and Australian Made is a fantastic way of demonstrating how effective regional branding and marketing can drive economic development. EDA represents the professionals working with industries and communities across Australia to drive economic development, and they are ideally placed to leverage the Australian Made, Australian Grown logo as a key competitive advantage for Australian exporters."

"EDA looks forward to working with the Australian Made Campaign, and through this partnership, helping to increase the competitiveness of Australian businesses and drive economic growth."

Australian Made Campaign Chief Executive, Ian Harrison, said the organisations shared the same goals of driving business and jobs growth, and reinvestment in the local economy and community.

"The Australian Made Campaign looks forward to working with EDA to support economic development professionals," Mr Harrison said.

--ENDS--



## The Australian Made Campaign

### NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, and EDA Chief Executive, Jacqueline Brinkman, are available for interview and vision opportunities. Please contact us if you would like to schedule a time.

[Download the EDA logo here](#)

[Download the Australian Made Campaign logo here](#)

### MEDIA CONTACT

Catherine Sekulovski, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: [catherine@australianmade.com.au](mailto:catherine@australianmade.com.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.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years. It does this 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.

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 2700 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.  
Free ph: 1800 350 520

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