MEDIA RELEASE
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Australian Made welcomes new support for Aussie manufacturers and exporters

The Australian Made Campaign Ltd (AMCL) welcomes the announcement from the Federal Government outlining its commitment to supporting Australian manufacturers here and abroad.

The commitment will see AMCL receive a $5M injection to promote and protect the famous Australian Made, Australian Grown (AMAG) logo in key export markets.

The Hon. Ed Husic, Minister for Industry and Science, said, "The Australian Made logo is instantly recognisable here at home, and we want to make sure that key overseas markets can also easily identify when something is Australian-made.

"Australians have always been inventive with products we export across the globe. This grant will help boost that impact, generating more business and sparking job growth. It will also help crack down on misuse of the logo and strengthen its legal position in key export markets."

There are more than 4,500 businesses with products licensed to carry the AMAG logo across a wide range of goods. These AMCL licensees represent approximately 40,000 jobs and generate a combined annual revenue of $8.1 billion.

Australian Made Chief Executive Ben Lazzaro said, "This is fantastic support for Australian manufacturers and exporters.

"It's important that we value our manufacturing sector and provide an environment that encourages and assists manufacturers to innovate and build on their success while providing pathways to new markets. The end result being a healthy manufacturing sector, job creation and better access to markets.

"While much work has been done in extending the reach and effectiveness of the Australian Made logo, with the Government's support, AMCL will be able to further strengthen Australia's reputation for high-quality, clean, green products in overseas markets.

"The Australian Made logo has been connecting genuine Aussie brands with buyers here and overseas for nearly 40 years, so it makes real sense to enhance its effectiveness for the benefit of all Aussie manufacturers."

The logo is central to 'Brand Australia' both at home and abroad and encapsulates many of the wonderful attributes Australia is famous for. In export markets, the Australian Made logo makes the 'Australian connection' instantly and clearly, providing recognisable third-party accreditation and delivering confidence to consumers.

The AMAG logo is already a registered trademark in the USA, China, South Korea, Singapore, India, Hong Kong, Taiwan, Philippines, Indonesia, Vietnam, the United Kingdom, the European Union and the United Arab Emirates – with more regions underway.

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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 more than thirty years.

The AMAG logo can only be used on products registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also requires 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 as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

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