



The Australian Made Campaign

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MEDIA RELEASE

eftpos taps its Aussie roots with Australian Made



Photo caption: Australian Made CEO Ben Lazzaro welcoming eftpos CEO and Managing Director Stephen Benton to the Australian Made Campaign

[IMAGE AVAILABLE TO DOWNLOAD HERE](#)

Australian Made Campaign Ltd (AMCL) welcomes on board another quintessential Aussie brand, eftpos, Australia's leading debit payments network.

Australian Made CEO, Ben Lazzaro, said the combination of two authentic Aussie icons makes a strong statement to the marketplace.

He said the eftpos platform is one of the best-known and most innovative technologies to carry the famous green and gold kangaroo; the Australian Made logo.

"It's wonderful to think that when consumers are at the checkout buying Aussie products, they can be doing so via the eftpos system – another fantastic Aussie innovation," Mr Lazzaro said.

"eftpos is an Australian success story and a household name. The organisation should be commended for its commitment to local software development and providing Australians with best-in-class, secure payment systems.



“eftpos is certainly a leader in this space by supporting the Australian Made Campaign, but as we continue further into the digital age, we expect to see additional tech products register to carry the logo.”

eftpos Managing Director, Stephen Benton, said eftpos wants to celebrate its Australian roots and ownership because it was important to its customers, hence its decision to join Australian Made – the not-for-profit organisation that administers the iconic green and gold Australian Made, Australian Grown (AMAG) logo.

“Our Australian-ness is very important to us, to our members, merchants and consumers,” Mr Benton said.

“We have operated in Australia for 34 years and being Australian directs the way we operate our daily business - it’s who we are and what we do.”

Launched in 1984 as one of the world’s first electronic payment platforms, the eftpos system enables Australians to spend their own money and control how they spend it.

Mr Benton stressed that the eftpos points of difference included security, reliability, cash out and transactions being processed in real-time, which means consumers always know what their bank balance really is.

“Our rock-solid network, with built-in system redundancy, provides surety and security. All transactions are processed in Australia and there hasn’t been a single eftpos network outage since the current platform launched in 2014,” Mr Benton said.

But it’s eftpos’ foresight into future technologies that excites the progressive organisation.

“eftpos is now developing ways to help customers keep control of their money whilst also having access to state-of-the-art functionality, like instantly paying their friends over mobile phones and being able to pay their public transport fares directly with eftpos cards or on mobile,” Mr Benton said.

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NOTE TO MEDIA

Australian Made CEO, Ben Lazzaro and eftpos CEO and Managing Director Stephen Benton are available for interview. Please contact us if you would like to schedule a time.

MEDIA CONTACTS

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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 2700 businesses are registered to use the AMAG logo, which can be found on 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry St, Southbank, VIC 3006.

www.australianmade.com.au

ABOUT EFTPOS

eftpos is Australia's own debit card system, accounting about 2 billion CHQ and SAV transactions in 2017 worth more than \$130 billion. For more information on eftpos, please visit:

www.eftposaustralia.com.au