



The Australian Made Campaign

06 DECEMBER 2018

MEDIA RELEASE

A reason to celebrate local products this Christmas

The Australian Made Campaign is urging shoppers to support local manufacturers, farmers and retailers by looking for the Australian Made, Australian Grown logo this Christmas.

Australian Made Campaign Chief Executive, Ben Lazzaro, says the instantly recognisable (99%) and widely trusted (86%) green and gold kangaroo logo is the easiest way for shoppers to identify authentic Aussie products.

“Australian manufacturers produce some of the best products in the world and should be celebrated by shoppers here and overseas this festive season. Shoppers should look for the Australian Made logo to be sure they’re buying genuinely Australian products this December,” he said.

Shoppers should also consider the multiple levels of industry that are involved in making Aussie products – from fleece to fashion, paddock to plate and factory to shop floor.

“It’s been a particularly difficult year for Aussie farmers which makes Christmas the perfect time to rally behind rural and regional communities that not only make brilliant Aussie gifts but supply components, ingredients and materials for the gifts we buy.”

“Every dollar spent on locally made and grown products this Christmas will have a direct impact on the livelihoods of Aussie growers and manufacturers, and on the standard of living of the wider community,” Mr Lazzaro said.

Breakout box: Five reasons to buy Aussie this festive season

- ✓ Help create employment
- ✓ Quality products made to high manufacturing standards
- ✓ Support local farmers and rural communities
- ✓ Good for the Australian economy
- ✓ Better for the environment

The Australian Made logo will feature on more than 20,000 products this festive season. For gift ideas, shoppers can visit the Australian Made Christmas Crackers Gift Guide at <https://www.australianmade.com.au/products/christmas-crackers-2018/>.

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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro 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 more than 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 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 Level 4, 111 Coventry St, Southbank, VIC 3205.
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www.australianmade.com.au