



## The Australian Made Campaign

29 MAY 2020

### MEDIA RELEASE

#### Australian Made urges all to buy Aussie now

'It's never been more important to buy Australian than right now'—that's the tag line of the new promotional initiative from the Australian Made Campaign Ltd (AMCL), the organisation responsible for administering and promoting the famous Australian Made logo.

According to Australian Made Chief Executive, Ben Lazzaro, Australian Made is throwing its support behind Australian manufacturers and growers, as they continue to lead the way in Australia's recovery from COVID-19.

"By calling on Australians to buy Australian right now, not only will we get products made to some of the highest quality and safety standards in the world, we can create local jobs and economic activity that will aid in the recovery process, while also strengthening our local manufacturing capabilities," he said.

The new campaign spans TV, radio, out-of-home, print, online and social media with a value of more than half a million dollars, as it seeks to impact the purchasing decisions of all Australians.

"A coordinated push to 'buy local' has the potential to play a big part in getting Australia back on line," said Mr Lazzaro. "So, whether it's doing the weekly grocery shopping, buying online, sourcing supplies for business or procuring products for major projects, let's make sure we look for the trusted Australian Made logo to be sure its authentically Australian."

The new TV advertisement features footage from AMCL's 'Australian Makers' video series, which showcases a number of Australian manufacturers and growers that proudly carry the Australian Made logo. "We were lucky enough to go behind the scenes and into the local factories, workshops and farms of some of the country's most innovative manufacturers," said Mr Lazzaro. "These are real businesses, people and products that make up Australia's diverse and evolving manufacturing sector."

The Australian Makers series can be viewed here: [www.australianmade.com.au/ausmakers](http://www.australianmade.com.au/ausmakers)

According to Roy Morgan Research, almost all Australians (99%) are aware of the Australian Made logo and 88% trust the mark as an identifier of genuine Australian products. The vast majority (84%) associate the logo with supporting local jobs and employment and over half of Australians associate the logo with products that are of high quality (58%) and are produced using ethical labour (57%).

Sustainable, environmentally friendly and clean and green attributes were similarly top of mind, with nearly half of Australians (49%) connecting them with the iconic green and gold kangaroo logo.

Australia's overreliance on imported products has been highlighted during the COVID-19 pandemic. "It's time to address this imbalance," said Mr Lazzaro. "Let's take a long-term view and increase our level of manufacturing self-sufficiency. While there will always be a requirement for imports, it's important we get the balance right between local and offshore manufacturing, to ensure Australia's long-term prosperity."

To find locally made goods, visit Australia's biggest online directory of genuine Aussie products at [www.australianmade.com.au](http://www.australianmade.com.au).

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[CAMPAIGN MATERIAL DOWNLOAD](#)



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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 Australian Made, Australian Grown Logo Code of Practice. More than 3,000 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 Street, Southbank, VIC 3006.

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