



## The Australian Made Campaign

11 JUNE 2020

### MEDIA RELEASE

#### Australian leading retailers commit to supporting Australian Made

Several leading Australian retailers have committed to providing customers with a wide range of genuine Australian products through Retail Partnerships with the Australian Made Campaign (AMCL).

As Australian Made Retail Partners, Coles, Woolworths, Aldi, Harvey Norman, Berkowitz Furniture, Forty Winks and Bev Marks, are all providing their customers with genuine Australian products in-store and online—a valuable channel to market for Australian manufacturers and growers.

Australian Made Chief Executive, Ben Lazzaro, said, “Australia’s leading retailers are helping to support our manufacturers and growers as they lead the way in Australia’s recovery from COVID-19. A coordinated push to ‘buy local’ has the potential to play a big part in getting Australia back online.”

“These Australian Made Retail Partners are leveraging the power of the Australian Made, Australian Grown logo to highlight their commitment to Australian industry and give Australian consumers what they want—genuine Aussie products.”

In these challenging times, Australian Made continues to back the retail sector, recently launching a national marketing campaign to remind consumers ‘it’s never been more important to buy Australian than right now’.

“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.”

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, we must get the balance right between local and offshore manufacturing, to ensure Australia’s long-term prosperity.”

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.

“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 it’s authentically Australian.”

To find Australian retailers and 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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[HIGH RES IMAGE DOWNLOAD](#)

#### 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.



## The Australian Made Campaign

### **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 3000 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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