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MEDIA RELEASE

The Australian Made kangaroo is here to stay

The famous Australian Made logo is not being replaced. It will remain as Australia's global product symbol, following reports of a new Nation Brand for Australia.

According to Australian Made Campaign Chairman, Glenn Cooper AM, the Australian Made logo will continue its pivotal role in Australia's domestic and overseas branding strategy.

"The iconic green-and-gold kangaroo logo has been clearly identifying Australian goods in export markets for more than 34 years with great success," he said. "It is by far Australia's most recognised and trusted country-of-origin symbol and is central to the export strategies of Aussie exporters taking their goods abroad. There is no need to make a change in this space."

According to Roy Morgan Research, the Australian Made logo is recognised by 99% of Australians and trusted by 88%. It is currently used by more than three thousand businesses on thousands of products sold all over the world. Its international reach is supported by its legal registration in key export markets such as China, USA, South Korea, Singapore, India and Taiwan, with many more to follow.

In fact, in 2019, the Federal Government awarded Australian Made Campaign a grant to promote and protect the Australian Made logo in key export markets for the next three years. Furthermore, the Australian Made logo is now a central plank of the Government's mandatory country of origin food labelling laws and appears on nearly all Australian food products for sale in Australia. These very products are also sent into numerous export markets carrying the distinctive green and gold kangaroo.

"The Australian Made logo is entrenched in the domestic and export activities of thousands of Aussie brands," said Mr Cooper. "The kangaroo will continue to connect overseas customers with Australia and help businesses leverage Australia's reputation for creating products in its clean, green environment to high quality and safety standards."

The Australian Made logo is in extraordinarily high demand at the moment, as Australia deals with the impact of COVID-19. The brand has experienced a four-fold increase in applications to use the logo, a 300% increase in engagement with its social media platforms and a more-than-doubling of traffic to the official Australian Made online product directory at www.australianmade.com.au.

Should the Government proceed with a new overarching Nation Brand to promote Australia more broadly (beyond just product), then the Australian Made logo is perfectly positioned to work in concert with it.

"For decades now, the Australian Made logo has been used as a trusted country of origin mark alongside other Australian brands. It has a strong track record in this regard," said Mr Cooper. "For now, it's business as usual for the Australian Made logo—providing recognisable and trusted country of origin branding that makes the Australian connection instantly and clearly, here and overseas."

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MEDIA CONTACT

Caitlin Blair, Media and Communications Officer
P: 0425 003 373
E: caitlin.blair@australianmade.com.au



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.

Free ph: 1800 350 520

www.australianmade.com.au