



**MEDIA RELEASE**  
10 DECEMBER 2020

## Australian Made logo now protected in the EU, UK and UAE

The Australian Made Campaign is thrilled to announce the famous green-and-gold kangaroo Australian Made, Australian Grown (AMAG) logo is now a registered trademark in the European Union, United Kingdom and the United Arab Emirates.

A win for Aussie exports, the registration of the symbol means the iconic logo is now legally protected under local EU, UK and UAE law, with only certified Aussie makers and growers allowed to use it.

Australian Made Chief Executive, Ben Lazzaro, said “The iconic green-and-gold kangaroo logo has been clearly identifying Australian goods in export markets for more than 34 years. It is a valuable marketing tool and central to the export strategies of Aussies taking their goods abroad. Almost half of all Australian Made licensees use the logo on exported products.

“The EU, UK and UAE present a huge opportunity for Aussie makers and growers. The formal registration of the logo in these regions provides an essential legal framework which exporters can rely upon if the logo is copied or used without proper authority.”

According to the Department of Foreign Affairs and Trade, Australia exported [A\\$20,535 million](#) worth of merchandise to the EU during the 2018-19 financial year, [A\\$7,897 million](#) to the UK and [A\\$4,176 million](#) to the UAE.

Austrade’s Senior Trade and Investment Commissioner UK, Ireland and the Nordics, Jennifer Mackinlay, said “What better time than now as Australia is negotiating Free Trade Agreements with the UK and the European Union to register the globally renowned green-and-gold kangaroo logo which is synonymous with premium, fresh and unique products. The Australian Made logo is a powerful and stand out sales and marketing asset for authentic Australian brands and supports Australian businesses to differentiate their products and grow their exports.”

Recognition of the Australian Made logo is already high in these regions, with recent Horizon Consumer Science research finding 85% of consumers in the UK and UAE believe products carrying the logo are genuinely Australian and 83% in France. The biggest motivations to buy Australian products were found to be quality, reputation and ethical standards.

The logo registration work was carried out by Australian Made Campaign Partner and Australia’s largest independent intellectual property specialist firm, Wrays. It covers 10 classes (Classes 3, 5, 20, 25, 29-33 and 35) that extend to a wide range of products including:

- 3 – cleaning products, soaps, toiletries, cosmetics
- 5 – pharmaceuticals, veterinary pharmaceuticals, infant formula
- 20 – furniture
- 25 – clothing and footwear
- 29-33 – food and beverages
- 35 – retail services

The formal registration of the AMAG logo in the EU, UK and UAE follows its registration in other key export markets including the USA, China, South Korea, India, Singapore, Malaysia, Hong Kong and Taiwan where it known as Australia’s mark of authenticity.

To find out more about applying to use the AMAG logo, please visit [www.australianmade.com.au](http://www.australianmade.com.au).



--ENDS--

#### [DOWNLOAD TRADEMARK CERTIFICATE](#)

#### **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**

Caitlin Blair, Media and Communications Officer

P: 0425 003 373

E: [caitlin.blair@australianmade.com.au](mailto: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 3500 businesses are registered to use the AMAG logo, which can be found on more than 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](http://www.australianmade.com.au)