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MEDIA RELEASE



Australian Made calls on consumers to buy Aussie this Christmas

The Australian Made Campaign is encouraging consumers to buy local this Christmas to support and celebrate local industry and local jobs.

“The festive season is a great time to celebrate the fantastic products and produce we have here in this country, and the people behind them,” Australian Made Chief Executive, Ian Harrison, said.

“When you buy Aussie-made and grown products, you know you’re getting great quality, but you can also count on the fact that your purchase is supporting a local grower or manufacturer at the same time.”

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the best way for consumers to be sure the products they are purchasing are genuinely Australian.

The AMAG logo is the only registered certification trade mark for Australian country of origin claims.

“That means when you see the AMAG logo on products or produce, you know you’re buying genuine Aussie,” Mr Harrison said.

Mr Harrison recommended that people looking for Australian-made or grown gifts can find a stockist by visiting www.australianmade.com.au.

“We now enjoy Australian-made and grown alternatives for almost everything, from fashion to furniture, home wares, tools, equipment and more,” he said.

Mr Harrison also warned of the dangers associated with buying products through websites based overseas where Australia's consumer laws have no effect.

“This is a good time of year to remind people who are looking to buy online about the benefits of buying from local retailers, which include warranties, returns policies and the right to a refund where a product has been found to be defective – which are not always provided offshore.”

BREAKOUT BOX: How can you tell if the product you are purchasing is Australian Made?

- Look for the green-and-gold Australian Made, Australian Grown logo when shopping
- Call on retailers for assistance in locating Australian Made and Australian Grown stock

--ENDS--

ATTACHMENTS



- [Australian Made logo.jpg](#)
- [Ian Harrison.jpg](#)



NOTE TO MEDIA

Australian Made Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au

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