



The Australian Made Campaign



Australian Made and Australian Grown Comprehension

Name: _____

1. What does AMAG stand for?

2. Which of the following statements is true? Circle it.

- A. The Australian Made, Australian Grown logo is a registered certification trade mark and can be used by anyone.
- B. The Australian Made, Australian Grown logo is a registered certification trade mark and can only be used if the company's products have been approved.
- C. The Australian Made, Australian Grown logo is a registered certification trade mark and can only be used by the Australian Made and Australian Grown Campaign.

3. What was the name of the national campaign that was launched in 1961?

4. Who is Ken Cato?

5. What was the new logo that was introduced in 1986? Circle your answer.

- A. A kangaroo inside a triangle
- B. A kangaroo inside a diamond
- C. A kookaburra inside a triangle

6. What did the new rules that were written in 2007 introduce?

7. What is the name of the logo descriptor that was introduced in 2011 for use in Australia?

8. Provide two examples from the student facts of reasons why Australians buy Australian Made and Australian Grown products.
