



The Australian Made Campaign



Australian Made Campaign Fast Facts

- The not-for-profit Australian Made Campaign is the organisation that administers the Australian Made, Australian Grown (AMAG) logo, Australia's certification trademark for genuine Aussie products and produce.
- Our farmers, fishermen and manufacturers make some of the best products in the world, and by buying their goods, you're not only supporting local jobs and our economy, but also getting great quality.
- Keeping farming and manufacturing in Australia means that the jobs, trade skills, inventions, specialised equipment, technological know-how and associated services that support farming and manufacturing companies stay in Australia. This is important for providing better opportunities for future generations of workers.
- Did you know that the AMAG logo appears on over 10,000 products, ranging from fresh strawberries, to clothes, to industrial machinery?
- Shoppers can search for products that have been certified to use the AMAG logo online at www.australianmade.com.au.
- The logo appears on products that are exported to countries around the world.
- An amazing 98 percent of consumers recognise the AMAG logo.
- Australians buy products certified to use the AMAG logo for many reasons, such as for tastier or higher quality products, better health standards and value, and to support Australian growers and manufacturers.
- More than 1800 businesses use the AMAG logo on their products.
- A long list of fantastic products have been invented in Australia, by Australians. Many of these products continue to be produced in Australia and are exported all around the world. Some examples include clothes, quilts, blinds, furniture, washing detergents, cosmetics and skin care products.

