



## The Australian Made Campaign

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### **MEDIA RELEASE**

#### **City of Gold Coast leads the Australian-made campaign in Queensland**

City of Gold Coast is advocating for local manufacturers in its role as an Australian Made Campaign Supporter, and calling on other local councils to do the same.

It became the first council in Queensland to form a partnership with the Australian Made Campaign in 2013, and has been working to help support the local manufacturing industry.

The not-for-profit Australian Made Campaign promotes Australia's registered country-of-origin certification trade mark, the products that carry it, and the benefits of buying locally made and grown goods.

Australian Made Campaign Chief Executive, Ian Harrison, said the initiative gave Aussie manufacturers a real competitive advantage, because Councils facilitated access to the wide range of resources available to certified Australian Made businesses.

"The City of Gold Coast is proud to partner with the Australian Made Campaign to help farming and manufacturing businesses increase their capacity," said City of Gold Coast Mayor Tom Tate.

"There is a strong marketing campaign behind the iconic Australian Made kangaroo logo, and we're working to encourage more businesses to get involved and access the resources they have available to them."

"We are deeply committed to supporting local businesses having introduced Australia's best local procurement policy," he said.

"Partnering with Australian Made was the next logical step to give our local manufacturers an added edge in a competitive overseas market."

The logo is promoted in a multi-million dollar marketing and communications program each year, and all of the businesses registered to use it are promoted on the Australian Made online product directory, which is fully searchable by business name or products offered and integrated with social media.

The Australian Made Campaign network also includes branded stores in airport precincts around the country, as well as chains of stores in China and South Korea, connecting businesses with travellers and tourists in export markets where the logo is highly recognised and trusted.

Cr Tate said he hoped more Queensland Councils would join the campaign to boost awareness of the initiative.



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“By joining forces, Councils can help support the passionate collective of local businesses making and growing products here, thereby creating local jobs and improving the local economy and community,” he said.

To find out more, or to determine whether your products are eligible to use the logo, visit [www.australianmade.com.au/for-business](http://www.australianmade.com.au/for-business).

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### NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, and Gold Coast City Mayor, Tom Tate, are available for interview and vision opportunities. Please contact us if you would like to schedule a time.

### MEDIA CONTACT

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### 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.

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 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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 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](http://www.australianmade.com.au)