



11 JULY 2017

## **MEDIA RELEASE**

### **Two powerful influences in industry join to help build Australia's future**

A new partnership between the Australian Made Campaign and Master Builders Australia aims to boost exports and the use of locally made products by the building and construction sectors.

The initiative will encourage building and construction firms to source Australian-made goods and assist local businesses in marketing their products and services to export markets.

Australian Made Campaign Chief Executive, Ian Harrison, said Australian-made often translated to better quality and durability.

"Australia's extremely stringent quality and safety manufacturing standards have helped establish our reputation for well-made products, that last," Mr Harrison said.

Recently released Roy Morgan research\* found 75 per cent of Australians preference Australian-made building and construction goods, making local content an important selling factor for businesses.

"Manufacturers and developers promoting goods as genuinely Australian should leverage country-of-origin branding whenever possible," Mr Harrison said.

"Research shows the Australian Made logo is recognised by 99 per cent of Australians, and has been found to increase sales in export markets as well, so it should form an important part of any marketing strategy. As a registered certification trade mark it defends the authenticity of Australian goods."

Master Builders Australia Chief Executive, Denita Wawn, said the organisation was proud to be working with the Australian Made Campaign.

"Formalising the longstanding relationship between Master Builders Australia and the Australian Made Campaign demonstrates our commitment to local industry. This initiative will greatly benefit Australian manufacturers and the broader building and construction industries," Ms Wawn said.

The Australian Made logo will be central to the branding of Master Builders Australia trade missions and exhibitions to be carried out in 2017/18.

"This year's trade missions and exhibitions will benefit greatly from the powerful message the Australian Made logo conveys," Ms Wawn said.

Master Builders Australia has opened its Export Diagnostic Program to businesses keen to participate in the export promotions. The Program assists companies in determining whether they have the right tools in place to be successful overseas, and aids in the development of export strategies.



## The Australian Made Campaign

“Leveraging Australia’s excellent reputation via events like these can help grow market share abroad, making businesses far more import-resistant,” Ms Wawn said.

To find out more about Master Builders Australia’s Export Diagnostic Program and all upcoming events, visit [www.masterbuilders.com.au](http://www.masterbuilders.com.au).

--ENDS--

\*Roy Morgan Research, May 2017

### NOTE TO MEDIA

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

### MEDIA CONTACT

Catherine Sekulovski, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: [catherine@australianmade.com.au](mailto:catherine@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 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 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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

Free ph: 1800 350 520

[www.australianmade.com.au](http://www.australianmade.com.au)