



The Australian Made Campaign

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MEDIA RELEASE

Australian Made at Furnishing in Focus 2018

Registrations are now open for the country's only exclusively Australian-made national furniture and furnishing exhibition, Furnishing in Focus (FIF) 2018.

The two-day, trade-only exhibition will offer manufacturers a unique opportunity to showcase their Australian-made products to a range of retailers, commercial buyers, interior designers and specifiers from all over the country.

The Australian Made Campaign is a proud sponsor of the event, which will run from 17-18 May 2018 at the Melbourne Convention and Exhibition Centre.

The Australian Made logo will be used to brand the exhibition, and Australian Made Campaign Chief Executive, Ian Harrison, will present on the opening night.

"Buyers have a preference for Australian-made furniture and furnishings, and FIF provides local manufacturers with a targeted platform for reaching them," Mr Harrison said.

"The Australian Made Campaign is proud to support the furniture and furnishing industry through its sponsorship of this event."

For more information visit www.furnishinginfocus.com.

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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

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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.

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



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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.
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www.australianmade.com.au