



The Australian Made Campaign

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MEDIA RELEASE

Greater Shepparton City Council joins the Australian Made Campaign to promote local products to the world

Greater Shepparton City Council has teamed up with the Australian Made Campaign to help promote its 'Greater Shepparton - Great Things Happen Here' (GTHH) initiative, which showcases the best the region has to offer businesses and investors, visitors and those considering relocating to a regional area.

The not-for-profit Australian Made Campaign administers and promotes the iconic green-and-gold kangaroo logo, which will be used to brand the initiative in Australia and overseas.

"Greater Shepparton is not only a great place to live, it is also home to some of the country's most recognisable locally made and grown brands," Greater Shepparton City Council Mayor, Cr Dinny Adem, said.

"The Australian Made, Australian Grown logo is readily associated with Australian growers and manufacturers, which are renowned for producing goods of exceptional quality, so we expect the symbol to elevate the region's reputation for local production."

Mr Adem said the logo would help promote the region's products to the rest of the country, while opening doors for the GTHH initiative in Asia, where it is already highly recognised and trusted.

Independent research shows the logo enhances product appeal for Chinese consumers, of which 69% can correctly identify Australia as the country of origin when citing it.*

Australian Made Campaign Chief Executive, Ian Harrison, said it was good to see more councils helping businesses expand into new markets, and leveraging the Australian Made, Australian Grown logo to do so.

"The Australian Made, Australian Grown logo has represented genuine Australian products and produce for more than three decades, so it makes sense to leverage that brand equity to tap into the demand for locally made and grown goods," Mr Harrison said.

"We are proud to be working with Greater Shepparton City Council to help promote the Great Things Happen Here initiative, and the region's growers and manufacturers."

To find out more about the Great Things Happen Here initiative, visit www.greatthings.com.au.

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*Roy Morgan Research

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, and Greater Shepparton City Council Marketing and Communications Manager, Fiona Le Gassick, are available for interview and vision opportunities. Please contact us if you would like to schedule a time.



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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 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