



FEBRUARY 2018

THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO VIDEO

Dear Retail Partner,

Thanks for your interest in this video about the Australian Made, Australian Grown logo and the Campaign behind it!

You can:

- [Download the high resolution video file for use across your digital platforms here;](#)
- Share the video with your contacts using this quick link: <https://goo.gl/nhPDMq>; or
- Embed the video on your website using this code:
`<iframe width="560" height="315" src="https://www.youtube.com/embed/YWqSCWXXxXM" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>`

PRE-PREPARED SOCIAL MEDIA COPY

If you'd like to share the video on your social media platforms, feel free to use the pre-prepared content below, or create your own!

Twitter

1. Did you know [business name] is a proud Australian Made Retail Partner? Find out more about the @AustralianMade logo here <https://goo.gl/nhPDMq>
2. VIDEO: How products & produce become certified as @AustralianMade and the benefits for Aussie businesses <https://goo.gl/nhPDMq>

Facebook

1. Did you know [business name] is a proud Australian Made Retail Partner? Find out more about the Australian Made, Australian Grown logo here <https://goo.gl/nhPDMq>
2. VIDEO: How products & produce become certified as Australian Made and Australian Grown and the benefits for Aussie businesses <https://goo.gl/nhPDMq>

PRE-PREPARED NEWS COPY

Please see below for pre-prepared news copy you may wish to use on your website or in your electronic newsletters.

If your business makes or grows products and produce in Australia, country-of-origin branding via the Australian Made, Australian Grown logo can help you leverage the increasing demand for Australian-made and Australian-grown goods around the world.



The logo is the only registered certification trade mark for the full range of Australian goods, and has more than thirty years of market capital globally.

[Business name] is proud to support Australian producers in its role as an Australian Made Retail Partner.

To find out more about the Australian Made, Australian Grown logo, the Campaign behind it, and how using it can benefit your business, watch this two-minute video or visit www.australianmade.com.au/for-business.