



The Australian Made Campaign

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MEDIA RELEASE

Australian Made encourages shoppers to gift Aussie quality this Easter

The Australian Made Campaign is encouraging shoppers to look for the Australian Made kangaroo certification trade mark if they want to 'gift Aussie quality this Easter'.

Australian Made Campaign Chief Executive, Ian Harrison, says it's an easy choice to make, with so many options available and benefits in doing so.

"We all know the disappointment of opening chocolates that look great but don't deliver on taste, or a gift that's fun for one day and broken the next, but shoppers who buy genuine Aussie products are assured," Mr Harrison said.

"Australia has some of the highest production standards in the world for both products and produce, and there are a wide range of Australian-made and Australian-grown options available if you only take a moment to seek them out."

"We encourage shoppers to look for the Australian Made kangaroo logo for great Aussie chocolates and gifts of all shapes and sizes, and of course, fresh and delicious produce for Easter meals," Mr Harrison said.

Mr Harrison says the benefits of buying locally made and grown goods extend beyond taste, quality and value for money, which he recognises are high priorities for shoppers at any time of year.

"There are so many great reasons to buy Australian-made and Australian-grown products, not least of which are the positive flow-on effects for local producers, the community and the economy," Mr Harrison said.

"Whether you're cooking for family or friends, or shopping for a loved one this Easter, buy Australian-made and Australian-grown to ensure your gift keeps on giving."

Australian Made Campaign Easter favourites:

- Tassal salmon (available in Coles, Woolworths and IGA, or fresh from Tassal in Kew, VIC)
- The Chocolate Box 'hot cross buns' (available in-store and at thechocolatebox.com.au)
- Australian Bush Friends Bilby Tent Pack of chocolates (available at mylollies.com.au)
- The Fabulous Food Company speckled chocolate egg (available in Target)
- Britt Bear flat Snuggles bunny (available at brittbear.com.au)
- Groovy Chocolate Easter eggs in personalised boxes (available at groovychocolate.com.au)





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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 more than thirty years. It does this 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.

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 2700 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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