



The Australian Made Campaign

22 May 2018

MEDIA RELEASE

Australian Made Board of Directors meet for the 100th time

The Australian Made Campaign has celebrated the 100th meeting of its Board of Directors, underscoring the longevity of the not-for-profit organisation that administers the famous Australian Made, Australian Grown logo (AMAG logo).

Senior members of the business community attended the milestone assembly which took place at Business SA, followed with a luncheon hosted by Australian Made patron Robert Gerard AO, for the Board who have contributed to the success of the Australian Made Campaign since its establishment.

The organisation was officially launched in 1999 by then Prime Minister, John Howard OM AC.

“The Australian Made logo has become the most instantly recognised symbol of products made in Australia and sold globally. I congratulate the Australian Made Campaign and the team of Board members behind it on their continued success and assistance in promoting Australian products,” Mr Howard, said.

The Australian Made Campaign has accomplished a number of significant achievements with the guidance of the Board during its long-standing history managing the AMAG logo.

“The AMAG logo now provides more than 2700 business across 20,000 products with clear and consistent country-of-origin branding here and overseas; it has great prominence in key export markets that such as USA, China, Singapore and South Korea where it is now a registered trademark,” Australian Made Chairman, Glenn Cooper, said.

The easily recognised (99%)* and widely trusted (86%)* AMAG logo has been incorporated into the Government’s new food labelling scheme which becomes mandatory on 1 July 2018, where it will be found on nearly all Australian food products sold domestically.



Image caption: Front row from left to right: Nikki Anderson, Allyn Beard (Deputy Chair), Glenn Cooper AM, Senator Simon Birmingham – Minister for Education, Peter Hendy, Fiona Simson – President National Farmers’ Federation, Andrew Broad MP. Back row from left to right: Peter Anderson, Neil Coulson, Richard Hollyman, Robert Gerard AO – Patron of AMCL, David Gray AM, Ian Harrison – CEO, Neil Summerson AM – Treasurer, Mark Patterson AO.



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The Australian Made Campaign Board is currently comprised of:

Mr Glenn Cooper AM Chairman	Chairman Coopers Brewery Limited (Adelaide)
Mr Allyn Beard Deputy Chairman	Director of Sales & Marketing A.H. Beard Pty Ltd (Sydney)
Mr Neil Summerson AM FCA Treasurer	Chairman Glendower Group of Companies (Brisbane)
Ms Nicki Anderson	Head of Major Donor Partnerships Australian Red Cross (Sydney)
Kate Carnell AO	Australian Small Business & Family Enterprise Ombudsman (Canberra)
Mr David Gray AM	Managing Director David Gray & Co Pty Limited (Perth)
Mr Richard Holyman	Managing Director Martin and Pleasance (Melbourne)
Mr Robert Hutchinson	State Manager, Queensland ParexDavco Australia Pty Ltd (Brisbane)
Mr James Pearson	Chief Executive Officer Australian Chamber of Commerce & Industry (Canberra)
Ms Fiona Simson	President National Farmers' Federation (Canberra)

* Roy Morgan Research 2018

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NOTE TO MEDIA

Australian Made Chairman, Glenn Cooper, is available for interview and vision opportunities.

Please contact us if you would like to schedule a time.

[IMAGE AVAILABLE TO DOWNLOAD HERE](#)



MEDIA CONTACTS

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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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