



MEDIA RELEASE
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Iconic green and gold kangaroo symbol now a registered trademark in the Philippines

The Australian Made Campaign is pleased to announce that the iconic Australian Made, Australian Grown (AMAG) kangaroo logo is now a registered trademark in the Philippines and protected under local Philippine law.

The symbol's registration in the Philippines further protects the logo in export markets, with licensed Aussie makers and growers the only group allowed to harness the logo's power.

Australian Made Chief Executive, Ben Lazzaro, said "We know that the logo represents authenticity. Highly recognisable, it clearly identifies genuine Australian goods, making it an extremely valuable marketing tool for makers and growers. We're proud that for more than 35 years the iconic symbol has aided Aussies to share their goods in key export markets around the world."

"Formal registration of the logo in the Philippines provides an essential legal framework which exporters can rely upon if the logo is copied or used without proper authority. While the Philippines represents a relatively small export market for Australia, we see the registration of the logo as an opportunity to expand interest in Australian Made products."

According to the Department of Foreign Affairs and Trade, Australia exported [A\\$2,130](#) million worth of merchandise to the Philippines during the 2019-20 financial year.

Moreover, according to research conducted by Horizon Consumer Science in 2020, the driving forces behind overseas consumers purchasing Australian Made products are quality, reputation and ethical standards. The research also found that 97% of overseas consumers have a positive first impression of the Australian Made logo, with 87% of consumers believing products that carry the logo are genuinely from Australia.

Australian Made Campaign Partner and Australia's largest independent intellectual property specialist firm, Wrays, carried out the trademark registration work. The registration covers 10 classes (Classes 3, 5, 20, 25, 29-33 and 35) that extend to a wide range of products, including toiletries and cosmetics, pharmaceuticals, furniture, clothing and footwear, food and beverage and retail services.

The formal registration of the AMAG logo in the Philippines follows its registration in other key export markets, including the European Union, United Kingdom, United Arab Emirates, United States of America, China, South Korea, India, Japan, Singapore, Malaysia, Hong Kong, Taiwan, Vietnam and Indonesia, where it is known as Australia's mark of authenticity.

To find out more about applying to use the AMAG logo, please visit www.australianmade.com.au.

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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, 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.

The AMAG logo can only be used on products 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 4000 businesses are registered to use the AMAG logo, which can be found on more than 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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