



MEDIA RELEASE
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Green and gold kangaroo now protected in Singapore, New Zealand & Thailand

A win for Aussie exports, the famous green-and-gold kangaroo Australian Made, Australian Grown (AMAG) logo is now registered in Singapore, New Zealand and Thailand.

The formal trademark registration means Australian exporters now have an official symbol in the regions that both establish products as genuinely Australian and is protected under local law.

Australian Made Chief Executive, Ben Lazzaro, said, “The iconic green-and-gold kangaroo logo has clearly identified Australian goods in export markets for over 35 years. It is a valuable marketing tool and central to the export strategies of Aussies taking their goods abroad. Almost half of all Australian Made licensees use the logo on exported products.

“Singapore, New Zealand and Thailand present a huge opportunity for Aussie makers and growers. The formal logo registration in these regions provides an essential legal framework that exporters can rely upon if the logo is copied or used without proper authority.”

[According to the Department of Foreign Affairs and Trade](#), Australia exported A\$15.6b worth of merchandise to Singapore in 2021, A\$11.6b to New Zealand and A\$6.7b to Thailand. Singapore is ranked Australia’s [6th biggest export market](#), New Zealand number 8 and Thailand number 14.

The logo registration work was carried out by Australian Made Campaign Partner and Australia’s largest independent intellectual property specialist firm, Wrays, and covers ten classes (Classes 3, 5, 20, 25, 29-33 and 35) that extend to a wide range of products including:

- 3 – cleaning products, soaps, toiletries, cosmetics
- 5 – pharmaceuticals, veterinary pharmaceuticals, infant formula
- 20 – furniture
- 25 – clothing and footwear
- 29-33 – food and beverages
- 35 – retail services

The AMAG logo is also a registered trademark in China, the European Union, Hong Kong, India, Malaysia, the Philippines, South Korea, Taiwan, the United Arab Emirates, the United Kingdom, the United States of America, Indonesia and Vietnam, where it is known as Australia’s mark of authenticity.

Recognition of the Australian Made logo is high in export markets. [Horizon Consumer Science research](#) found 87% of international consumers believe products carrying the Australian Made logo are from Australia, 97% have a positive first impression of the logo and 72% became intrigued about a product once they saw the logo. Prominent placement of the Australian Made logo was also found to be the best way to increase the likeness of overseas buying Australian.

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

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[VIEW TRADEMARK CERTIFICATES](#)

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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 as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4400 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

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

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