

# THE AUSTRALIAN MADE *ADVANTAGE*

**THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**  
HELPING CONSUMERS, BUSINESSES, EXPORTERS & AUSTRALIA



MADE *RIGHT* HERE



# THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The iconic Australian Made, Australian Grown (AMAG) logo is the true mark of Aussie authenticity.

The green and gold kangaroo logo is Australia's most trusted, recognised and widely used country of origin symbol.

The logo is underpinned by a third-party accreditation system, which ensures that products bearing the logo are certified as 'genuinely Australian'.

## ABOUT THE LOGO

For 40 years, the Australian Made, Australian Grown (AMAG) logo has supported Australian makers, growers, processors and manufacturers by helping businesses clearly identify their products as Australian.

Used by more than 4,500 businesses, the logo 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 is a registered certification trademark and can only be used on products that are registered with Australian Made Campaign Ltd (AMCL). There is a strict set of rules governing the logo's use, which include meeting the criteria set out in the Australian Consumer Law, and the more stringent Code of Practice.

## THE AUSTRALIAN MADE CAMPAIGN

Originally an initiative of the Federal Government in 1986, the AMAG logo is administered by Australian Made Campaign Ltd (AMCL), a not-for-profit public company established in 1999 by the Australian Chamber of Commerce & Industry (ACCI) and the network of state and territory chambers of commerce, with the cooperation of the Federal Government.

AMCL is governed by a Board comprising senior business representatives in a voluntary capacity. AMCL is not a government body and does not receive government funding for its core operations, which are licensing companies to use the logo and promoting Australian products both in Australia and overseas.

## FOR EXPORTERS

In export markets, the AMAG logo provides a recognisable third-party accreditation and delivers confidence to consumers. The logo is an internationally recognised, powerful marketing tool that provides legitimacy to the "made in Australia" claim.

The logo is a registered trademark in Australia, China, European Union (EU), Hong Kong, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, Republic of Korea, Taiwan, Thailand, United Arab Emirates (UAE), United Kingdom (UK), United States of America (USA) and Vietnam, providing a legal framework in each jurisdiction for protection of the logo.



## RECOGNITION

Almost all (99%) Australians recognise the logo\*



## TRUST

Most (93%) Australians are confident that products carrying the logo are genuinely Australian\*



## PREFERENCE

Most (89%) Australians are more likely to buy a product if they knew it was Australian Made#

# WHAT BUSINESSES SAY



The famous Australian Made logo makes the 'Australian connection' instantly, clearly and with authority, delivering confidence to consumers.

Join Australia's most trusted certification brand to boost sales, build trust and stand out from competitors.



of certified Australian Made businesses believe the logo helps differentiate their products from competitors'



of certified Australian Made businesses believe the logo influences consumer purchasing decisions'



of certified Australian Made businesses think the logo is effective in promoting their products as locally made'

## WHAT CERTIFIED AUSTRALIAN MADE BUSINESSES SAY

*"Using the Australian Made logo has given us a massive advantage overseas. There is instant recognition that it is an Australian product, and Australia has a reputation for high quality, high performing products."*

Jim Sturgess, Managing Director  
**Crimsafe**

*"It's important to our business and to our customers that we are certified as Australian Made. It aligns us with Australia's reputation as a great manufacturer, and gives our customers confidence in our products."*

Ashley Daff, Research & Development Director  
**Magic Mobility**

*"When a consumer sees the Australian Made logo on a product, what they're seeing is credibility, reliability and availability. They're seeing products for Australians, made by Australians."*

Joanne Williams,  
National Sales Manager  
**Detmold Medical**

*"The Australian Made logo is well known, well understood, and we're very proud to carry it. It's a badge of honour on our products."*

Ryland Joyce, Operations Manager  
**Sleep Corp**

*"The Australian Made logo represents what we do. We've been making products in Australia for 90 years and it's important to the heart of the business."*

Tony Dragicevich, Managing Director  
**Capral Aluminium**

*"What is it that made shoppers choose us? Often the answer is - it's Australian Made. All over the world, consumers recognise the green and gold logo."*

Jeeva Sanjeevan, Director  
**Light + Glo**

*"We're a really proud Australian manufacturer. To see how well the Australian Made logo is received in the mining market and beyond - we see that as a distinct advantage that complements our brand."*

Wade Guelfi, General Manager  
**PROK Conveyor Components**

*"We're proud to have the Australian Made logo on our products. It showcases that our products are made by Australians for Australians. For our customers, the Australian Made logo is an assurance of excellence."*

Gino Martino, Operations Director  
**Australian Portable Camps**

*"Having the Australia Made logo is vital and we put it on every product that we can. Our customers are proud to back Australia Made because they can see the benefit of supporting an Australian manufacturer."*

Brad Lowson, Director  
**Spill Crew**

# USING THE LOGO

The Australian Made, Australian Grown logo is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Ltd (AMCL).

There are a strict set of rules governing the logo's use, which include meeting the criteria set out in the Australian Consumer Law, and the more stringent Code of Practice.

## THE LOGO MUST ALWAYS BE USED WITH ONE OF THE APPROVED DESCRIPTORS:

 <p><b>Australian Made</b></p> <p>The product has undergone its last substantial transformation in Australia.</p>	 <p><b>Australian Grown</b></p> <p>All of the product's significant ingredients have been grown in Australia; and All or nearly all of the processing has been carried out in Australia.</p>
 <p><b>Product of Australia</b></p> <p>All of the product's significant ingredients come from Australia; and All, or nearly all of the manufacturing or processing has been carried out in Australia.</p>	 <p><b>Australian Seafood</b></p> <p>The product is a seafood product; and All of the product's significant ingredients have been grown or harvested in Australia; and All, or nearly all, of the processing has been carried out in Australia.</p>
 <p><b>Australian</b></p> <p>Can only be used in export markets; and The product must satisfy the criteria for at least one of the four preceding claims, and not be misleading.</p>	 <p><b>Australian Made &amp; Owned / Australian Grown &amp; Owned</b></p> <p>Ownership is important to many Australians and for that reason a number of businesses choose to include '&amp; owned' with the relevant country of origin claim for their products. The AMAG logo cannot be used on products which do not meet the criteria in the Code of Practice, irrespective of whether the company is Australian owned or not.</p>

## Food Labelling

Australian food and beverage products sold within Australia do not use the Australian Made, Australian Grown logo as a standalone country of origin symbol, and do not need to be licensed with AMCL. Although food labels include the green and gold kangaroo logo, **Australian Made Campaign is not involved in administering or promoting food labels.**

For more information, visit [industry.gov.au/trade/country-origin-labelling](https://industry.gov.au/trade/country-origin-labelling)

# JOIN THE AUSTRALIAN MADE CAMPAIGN

The AMAG logo enjoys strong support from leading Australian retailers, corporate organisations, local governments and industry associations.

The Australian Made Campaign has established a corporate relationships framework to enable organisations to make a statement about their support for the Australian Made, Australian Grown logo and the campaign behind it.

## PARTNERS AND SUPPORTERS

Partnership type	Fee (per annum)
 <p><b>Campaign Partners</b> Australian Made Campaign Partners are businesses in the services sector that wish to make a corporate statement about their support of Australian makers and growers. These businesses have demonstrable links to Australia's manufacturing and/or agricultural sectors along with a proven track record of providing support services to Australia's manufacturers, growers and content producers.</p>	<b>\$25,000</b> (excl. GST)
 <p><b>Retail Partners</b> Australian Made Retail Partners are retail businesses that have made a commitment to providing their customers with a wide range of genuine Australian products, and in doing so, supporting Australian manufacturers, growers and processors with a valuable channel to market. These retailers leverage the power of the Australian Made, Australian Grown logo to illustrate this commitment to Australian industry and drive Aussie shoppers into their bricks-and mortar stores and online ecommerce platforms.</p>	<b>\$25,000</b> (excl. GST)  Smaller retailers (with an annual turnover of less than \$5 million) can become Retail Supporters.
 <p><b>Retail Supporters</b> Australian Made Retail Supporters are retail businesses that have made a commitment to providing their customers with a wide range of genuine Australian products, and in doing so, supporting Australian manufacturers, growers and processors with a valuable channel to market. These retailers leverage the power of the Australian Made, Australian Grown logo to illustrate this commitment to Australian industry and drive Aussie shoppers into their bricks-and mortar stores and online ecommerce platforms.</p>	<b>From \$300</b> (excl. GST)
 <p><b>Media Partners</b> Australian Made Media Partners are businesses that support Australia's manufacturers, growers and content producers through the provision of media services, platforms and inventory. These businesses have a proven track record of owning, supplying or procuring media of all kinds in partnership with makers and growers of Australian products. These media businesses leverage the power of the Australian Made logo to illustrate their commitment to helping Australia's producers promote their genuine Australian products and reach new audiences.</p>	<b>\$25,000</b> (excl. GST)
 <p><b>Event Partners</b> Australian Made Event Partners are organisations that operate or manage events or activations (B2B or B2C) that champion Australian makers, growers and content producers, along with products they produce. Event Partners leverage the power of the Australian Made logo to brand event initiatives and illustrate their commitment to helping Australia's makers promote their genuine Australian products, establish new channels to market and reach new audiences.</p>	<b>\$5,000</b> (excl. GST)
 <p><b>Industry Partners</b> Australian Made Industry Partners are membership-based organisations, such as industry associations and grower/producer groups that have demonstrable links with businesses that make or grow products in Australia. Industry Partners leverage the power of the Australian Made logo to aid in their advocacy and illustrate their commitment to their members and Australia's makers, growers and content producers.</p>	<b>\$1,000</b> (excl. GST)
 <p><b>Campaign Supporters</b> Australian Made Campaign Supporters are government bodies, such as local councils and shires, that have made a commitment to support the activities of Australian manufacturers and growers in their municipalities. Campaign Supporters leverage the power of the Australian Made logo to reinforce their support for local industry, enhance their economic development policy positions and aid in their communications to local residents, businesses and other stakeholders.</p>	<b>\$5,000</b> (excl. GST)



# PROMOTING YOUR AUSTRALIAN PRODUCTS

## UNLOCK THE POWER OF THE LOGO

Research shows that consumers, businesses and government have a preference for buying genuine Australian products. 89% of Australians are more likely to buy a product if they know it is Australian Made (Roy Morgan 2024).

By aligning products with the AMAG logo, businesses can visually demonstrate their Australian credentials.

Applying the logo at point of sale, on packaging and promotional materials, and on social media and other online platforms, allows businesses to influence purchasing decisions, create brand preference and drive sales.

## EXCLUSIVE ACCESS FOR LICENSEES

Australian Made licensees have exclusive access to the Australian Made Digital Network - a collection of digital, online and social media assets developed to help brands promote their genuine Aussie products to loyal consumers looking to buy Australian.

Whether you're enhancing your brand's existing digital reach or looking for an affordable and effective entry point, Australian Made's online and digital assets can help your online marketing effort get noticed and help drive more customers to your business.

## SHARE YOUR UNIQUE AUSTRALIAN MADE STORY



### AUSTRALIAN MAKERS

Showcase your products and the people that make them, taking viewers behind the scenes of Australian manufacturing.

Australian Makers videos are fully produced, documentary-style videos to highlight the makers behind your products, and hear directly from spokespeople from your business.



### AUSTRALIAN MADE FEATURES

Written as a news-style content piece, Aussie Made Feature articles connect your stories with our audience.

Share why supporting local products is important and how choosing Australian Made can make a meaningful difference for local families, businesses, and communities.



### DIGITAL ADS & NEWSLETTERS

Advertise on the Australian Made website via a selection of ad placements or engage directly with highly engaged inboxes.

The Aussie Made Club has over 60,000 members who have signed up to receive monthly updates on Australian Made businesses and products!



# HOW TO BECOME CERTIFIED



## APPLY ONLINE

Complete a straightforward 20-minute online application. Provide basic business and product information to verify your eligibility.



## GET VERIFIED

The Australian Made Compliance team conducts an assessment to ensure your product meets the Country of Origin certification criteria.



## GET RECOGNISED

Once certified, you can use the power of the logo. Start displaying Australia's most recognised and trusted symbol on packaging marketing and digital platforms.

## FEE STRUCTURE

Actual Turnover Range	Fee (excl. GST)
0-300,000	\$300
300,001 - 500,000	\$400
500,001 - 750,000	\$600
750,001 - 1 million	\$800
>1 million - 2.5 million	\$1,000
>2.5 - 5 million	\$2,500
>5 million - 7.5 million	\$5,000
>7.5 million - 10 million	\$7,500
>10 million - 12.5 million	\$10,000
>12.5 million - 15 million	\$12,500
>15 million - 17.5 million	\$15,000
>17.5 million - 20 million	\$17,500
>20 million - 32.5 million	\$20,000
>32.5 million - 45 million	\$22,500
Over 45 million	\$25,000

Australian Made Campaign Ltd is a not-for-profit organisation, funded by the licence fees that businesses pay to use the logo.

The annual licence fee to use the AMAG logo is based on a business's actual sales of licensed products for the previous 12 months.

Licensees are required to select the range their turnover falls into, and there is a fixed fee associated with each range.

If your products have not been on the market for a full year, the fee will be based on an estimate.



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