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MEDIA RELEASE

Australian Made produces partnership with Screen Producers Australia

The Australian Made Campaign (AMCL) is partnering with Screen Producers Australia to support the growth of Australia's screen content industry, welcoming them as its newest Campaign Associate.

Screen Producers Australia supports the interests of screen businesses, both large and small, in their production of Australian feature films, television programs, interactive content and games across all genres and formats.

Chief Executive of the Australian Made Campaign, Ben Lazzaro, said "The logo is Australia's stamp of Aussie authenticity, and we are delighted to partner with Australia's screen producers.

"Now when Australians see this symbol in connection with movies, TV shows and other screen content, they can be sure they're seeing authentic, homemade products underpinned by Aussie ingenuity."

The partnership brings together one of Australia's most vibrant sector of makers with the Australian Made logo—Australia's most trusted and recognised country of origin symbol.

Matt Deaner, CEO of Screen Producers Australia, said, "The Australian production industry delivers a \$3 billion economic contribution and produces over 1,600 hours of incredible quality local content each year for television alone. It is a prime example of a successful Australian creation industry that is also a significant employer, with 30,000 FTEs supported by the industry.

"Australian screen content is exported to over 200 international markets with exports worth \$163 million, and we are pleased to have the opportunity to highlight the origin of our exports using the iconic Australian Made insignia. This partnership has the power to build our export potential even further, and the quality of our output ensures reputational benefits for Australian exports as a whole.

At a time when many Australians are turning to screen content for entertainment and education, there is increasing value in being able to communicate the origin of our remarkable content and the Australian Made symbol is a brilliant way to cut through."

For more information on Screen Producers Australia and Australia's production industry, visit www.screenproducers.org.au. To support local makers, visit Australia's largest online directory of authentic Aussie products, 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

Caitlin Blair, Media and Communications Officer
P: 0425 003 373
E: caitlin.blair@australianmade.com.au



Anthony Collier, Marketing & Communications Manager

E: anthony.collier@australianmade.com.au

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 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 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 Level 4, 111 Coventry Street, Southbank, VIC 3006.

Free ph: 1800 350 520

www.australianmade.com.au