



MEDIA RELEASE
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The iconic green and gold kangaroo now protected in Indonesia and Vietnam

The Australian Made Campaign is excited to announce the famous green-and-gold kangaroo Australian Made, Australian Grown (AMAG) logo is now a registered trademark in Indonesia and Vietnam.

A win for Aussie exporters, the symbol's registration means the iconic logo is now legally protected under local Indonesian and Vietnamese law, with only licensed Aussie makers and growers allowed to use it.

Australian Made Chief Executive, Ben Lazzaro, said "The iconic green-and-gold kangaroo logo is a valuable marketing tool and central to the export strategies of Aussies taking their goods abroad. It has been clearly identifying Australian goods in export markets for more than 35 years.

"Indonesia and Vietnam present a great opportunity for Aussie makers and growers. The formal registration of the logo in these regions provides an essential legal framework which 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\\$6,357 million](#) worth of merchandise to Indonesia during the 2019-20 financial year and [A\\$6,258 million](#) to Vietnam.

In 2020, [Horizon Consumer Science Research](#) found 97% of overseas consumers have a positive first impression of the logo, with 72% becoming intrigued about the products once they saw the logo and 87% confident products carrying the logo are from Australia. Overseas consumers' biggest motivations to buy Australian products are quality, reputation and ethical standards.

The trade mark registration work was carried out by Australian Made Campaign Partner and Australia's largest independent intellectual property specialist firm, Wrays. It 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 Indonesia and Vietnam follows its registration in other key export markets, including the EU, UK, UAE, USA, China, South Korea, India, Singapore, Malaysia, Hong Kong and Taiwan, 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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[DOWNLOAD TRADEMARK CERTIFICATE](#)

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 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 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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