



**MEDIA RELEASE**  
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## Remember the green and gold: Aussie makers need your continued support

With various restrictions still in place around the country, the Australian Made Campaign is calling on all Aussies to remember the people behind their purchases and show their continued support for Aussie manufacturers and growers by looking for the green and gold kangaroo logo.

Australian Made Chief Executive Ben Lazzaro said it continued to be a challenging time for local makers and growers, with many states recently experiencing various levels of lockdown.

“With continued COVID-related disruptions, many local businesses are hurting. By calling on Australians to buy Australian, consumers can be sure that their products will not only be made to some of the highest quality and safety standards in the world, they will also help to deliver certainty for local growers and manufacturers, creating local jobs and economic activity whilst strengthening our local manufacturing capabilities. Our support is key to ensure these businesses not only survive but thrive into the future,” said Mr Lazzaro.

Approximately 13 million people have been in some form of lockdown in recent weeks, with different stay-at-home orders in place in South Australia, Victoria and parts of New South Wales.

“Australians are aware of the value that buying Australian brings to the economy. Choosing locally manufactured goods and locally grown products helps to support our local communities and support Aussie jobs. As a result, people are starting to think more in terms of value than simply product price.”

According to Roy Morgan Research, almost all Australians (99%) are aware of the Australian Made logo and 92% trust the trademark certification as an identifier of genuinely Australian Made products. 97% of Australians associate the logo with the support of local jobs and employment opportunities, 95% with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability.

Mr Lazzaro said, “The best way to support our local makers and growers around the country, is to identify Aussie products by looking for the green and gold kangaroo logo – the brand the nation trusts.”

To support Aussie and find locally made goods, visit Australia’s biggest online directory of genuine Aussie products at [www.australianmade.com.au](http://www.australianmade.com.au).

**--ENDS--**

[DOWNLOAD IMAGES](#)

### 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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