



MEDIA RELEASE
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‘Buy Australian Now’ and support your local makers and growers!

‘Buy Australian Now’, the latest campaign from Australian Made is urging all Aussies to support local jobs and economic recovery by backing our local makers and growers, as the country begins to open up and prepare for the festive season.

According to Australian Made Chief Executive, Ben Lazzaro, this campaign builds on those deployed by the organisation over the last 12 months. “The ‘Buy Australian’ message has never been more resonant with Aussie consumers,” he said. “Pleasingly, supporting our local makers and growers continues to be the focus of many as we look beyond lockdowns and restrictions. This campaign seeks to help continue to drive that pro-Australian momentum.”

The ‘Buy Australian Now’ initiative will run throughout October and November with the multi-channel marketing campaign spanning TV, out-of-home, print, online and social media. Importantly, the campaign’s TV and radio advertisements feature the hit Aussie track ‘For Now’ from local artist BATTs. Footage from AMCL’s renowned ‘Australian Makers’ video series is also heavily featured throughout the TV ad. It can be viewed [here](#).

The Australian Makers series can be found [here](#).

“This campaign features Aussie music and behind-the-scenes footage from the local factories, workshops and farms of some of the country’s most innovative makers,” said Mr Lazzaro. “These are real businesses, people, content creators, artisans and products that make up Australia’s diverse and evolving manufacturing sector.”

With Christmas fast approaching it’s the perfect time for Australians to exercise their preference for locally made products. “Looking for the iconic green and gold kangaroo logo has never been more important,” said Mr Lazzaro. “Whether you’re buying in-store, online, at the local market, or sourcing supplies for business or procuring products for major projects, every dollar spent on locally made and grown products has a direct impact on the livelihoods of Aussie growers and manufacturers, as well as the wider community.”

Recent Roy Morgan research found that almost all Australians (99%) are aware of the Australian Made logo and 92% trust the mark as an identifier of genuine Australian products. Moreover, 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.

So ‘Buy Australian Now’ and look for the iconic green and gold kangaroo logo - Australia’s most trusted, recognised and widely used country of origin symbol. Consumers can also visit Australia’s biggest online directory of genuine Aussie products at www.australianmade.com.au.

-ENDS-

[DOWNLOAD HI RES 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 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 3000 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.

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