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## MEDIA RELEASE



### **Celebrate Aussie growers and manufacturers, on Australia Day and every day**

Australia Day is a great time for all of us to celebrate the things our country does best, and manufacturing high quality products and growing delicious, nutritious food are a couple of great examples.

This Australia Day, the Australian Made Campaign is encouraging shoppers to celebrate our great Aussie traditions with equally great Aussie-made and Aussie-grown products.

"We have some of the best products and produce in the world, and we should be proud of that," Australian Made, Campaign Chief Executive, Ian Harrison said.

"Australia Day is a great time to celebrate that, and the people behind them.

"When you buy Aussie-made and grown products, not only are you getting great quality, but your purchase is also supporting jobs at a local farm or manufacturer, and there's nothing more Aussie than backing your mates," Mr Harrison, said.

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the best way for consumers to be sure the products they are purchasing are genuinely Australian.

The AMAG logo is the only registered certification trade mark for Australian country of origin claims.

"When you see the AMAG logo on products or produce, you know you're buying genuine Aussie," Mr Harrison said.

"The best thing of all is that you can make every day Australia Day – look for the green-and-gold kangaroo logo."

**--ENDS--**

#### **NOTE TO MEDIA**

Australian Made Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

#### **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN 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, Australian Grown (AMAG). The AMAG logo 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 as AMAG's own more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the Australian Made, Australian Grown logo, which can be found on more than 10,000 products sold here and around the world.

Australian Made, Australian Grown headquarters is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

[www.australianmade.com.au](http://www.australianmade.com.au)

#### **MEDIA CONTACT**

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