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MEDIA RELEASE

The Australian Made Campaign announces a new Director

The Australian Made Campaign, the not-for-profit organisation that administers the iconic green-and-gold Australian Made, Australian Grown (AMAG) logo, today announced the appointment of a new Director on its board, Ms Nicki Anderson.

Ms Anderson will perform her role alongside her daily duties as Managing Director of Demo Plus, the largest sampling, demonstration and events organisation in Australia.

The Board of Directors selected Ms Anderson based on her knowledge and understanding of the Australian manufacturing sector and extensive experience in marketing fast moving consumer goods (FMCGs).

Previous roles include Marketing Director for Kraft Foods, Marketing & Innovation Director for SPC Ardmona & McCain Foods and General Manager Beverage Marketing for Cadbury Schweppes Australia.

"We are very pleased that Nicki has agreed to join the Board at this exciting time for the logo. We are truly fortunate to have someone of Nicki's calibre join the team," Australian Made Campaign Chairman, David Gray, said.

"Ms Anderson will provide invaluable guidance on the campaign's marketing initiatives, and her insight into the FMCG sector will also be welcomed."

"I am thrilled to be joining the Australian Made Campaign's Board of Directors," Ms Anderson said.

"Throughout my career I have worked for companies that have strongly supported Australian manufacturing. Buying Australian means that we are helping the Australian economy; supporting local jobs; investing in our community; and, importantly, helping to ensure the sustainable future of Australian industry for our kids."

Other Australian Made Campaign Directors include;

- David Gray AM (Chairman), Managing Director, David Gray & Co. Pty Ltd
- Glenn Cooper AM (Deputy Chairman), Executive Chairman, Coopers Brewery Limited
- Neil Summerson FCA (Treasurer), Director and Former Chairman, Bank of Queensland
- Peter Anderson, CEO, Australian Chamber of Commerce and Industry (ACCI)
- Allyn Beard, Marketing Director, A.H. Beard Pty Ltd
- Andrew Broad, Former President of the Victorian Farmers Federation



- Robert Gerard AO, Executive Chairman, Gerard Corporation Pty Ltd
- Robert Hutchinson, State Manager, Queensland, ParexDavco (Australia) Pty Ltd

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NOTE TO MEDIA

David Gray and Nick Anderson are 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 genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1800 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.

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

www.australianmade.com.au