



The Australian Made Campaign



The Australian Made Campaign – What’s it all About?

Australia produces a lot of good things (*such as clothes, toys and furniture*) and we grow huge amounts of fresh foods too (*such as fruit, vegetables, meat and even fish*).

The Australian Made, Australian Grown logo helps consumers find these great products.

The Australian Made Campaign encourages people to choose and buy Australian-made products and Australian-grown produce when they go shopping. To help customers know whether a product is genuinely made or grown in Australia there is a green-and-gold kangaroo logo (*or label*), which you have probably seen, that can be attached to, or displayed on, genuine Aussie products. By choosing to buy these products we can support the Australian economy and workers.



Why Buying Australian Made and Australian Grown is Important

When you and your family go shopping, do you ever think about where the product that you are buying comes from? Buying things that have been made or grown in Australia ensures that the products are safe, fresh and made to Australia’s high standards. It also helps to support local businesses and jobs.

Buying things that have been grown by Australian farmers helps them keep their jobs, just as you are helping factory workers keep their jobs when you buy the things they make. Food and products that are produced and sold locally use far less energy to reach their destination than imported products. This is better for the environment.

Next time you go shopping, look for the Australian Made, Australian Grown logo!

