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MEDIA RELEASE

The Australian Made Campaign launches resources for teachers and students

[Where does it come from? Farming and manufacturing in the school curriculum]

In response to research* revealing primary school children have a poor understanding of where their food and manufactured products come from, the Australian Made Campaign, in association with Kids Media, has developed and launched an exciting range of new resources for teachers and students.

The resources aim to teach kids about how goods get from paddock to plate and factory to family; and the importance and benefits of buying locally made and grown products.

The package includes:

- Animated e-book
- Animated activity sheets
- Interactive activity sheets
- Lesson ideas
- Fact sheets about the iconic green-and-gold Australian Made, Australian Grown logo, Australia's only registered certification trade mark for genuine Aussie products and produce
- A profile on 'Max Mann, the Australian Made fan', who takes the kids through all of the above

"We believe it's important that children grow up with an awareness of the effort that goes into farming produce and manufacturing products, and the impact buying local can have on their community," Australian Made Chief Executive, Ian Harrison said.

"Australian Made and Australian Grown products are manufactured and farmed in our clean, green environment to our high quality, health and safety standards; and every purchase has a ripple effect on jobs, industry and the environment."

All of the resources are available to view and download at www.australianmade.com.au/resources from today, and primary schools nationwide will also receive information about the resources by post.

"The Australian Made Campaign is all about ensuring a better future for Australians, particularly for young Australians and generations to come," Mr Harrison said.

"We are proud to provide these resources for teachers and students, and hope they help to instil a better understanding of, and appreciation for, Australia's great products and produce."

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*Primary Industries Education Foundation, March 2012



NOTE TO MEDIA

Australian Made Campaign 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 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

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