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## **MEDIA RELEASE**

### **Australian Made calls on consumers to buy local or face losing more jobs**

The Australian Made Campaign is calling on consumers to buy local or face losing more jobs, following the announcements by Ford and Holden that they will cease manufacturing motor cars in Australia within the next three to four years.

“The real disappointment is that consumers in Australia seem not to understand that there will be consequences when they elect to buy imported products, as they have done with motor cars,” Australian Made Campaign Chief Executive, Ian Harrison said.

Mr Harrison said that the announcement by Holden last night that it would close its Australian manufacturing facilities in 2017 was just another in a long line of decisions by companies in Australia to import rather than manufacture locally, pointing to Heinz, Pacific Brands and Electrolux (refrigerators) as recent examples from other sectors.

“Continuing on this trajectory will have dire consequences for Australian industry, Australian jobs and Australian communities,” Mr Harrison said.

“Our message to consumers is to invest in great Australian products and produce, to help build a sustainable future, or risk losing more industries and more jobs, putting pressure on the entire economy and families all over the country.”

“We hope that this confronting truth will make consumers stop and think about the knock-on effects of their purchasing decisions before buying,” Mr Harrison said.

The Australian Made Campaign is the not-for-profit organisation that administers the green-and-gold Australian Made, Australian Grown (AMAG) logo. The logo is Australia’s registered certification trade mark for genuine Australian products and produce.

The organisation is working to secure government funding for an education program to help increase understanding amongst consumers about the meaning of the various country of origin claims on labelling and the value proposition of buying Australian made and Australian grown products.

**--ENDS--**

## **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.

## **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](http://www.australianmade.com.au)