

11 FEBRUARY 2014



## **MEDIA RELEASE**

### **Wake-up call may be too late, according to the Australian Made Campaign**

The announcement by Toyota that it will cease manufacturing cars in Australia by 2017 is another critical reminder that Australians must think about the consequences of their buying decisions before they make them, according to the Australian Made Campaign.

“The exodus of the Australian automotive industry will result in massive transformation and job displacement across our manufacturing and support industries,” said Australian Made Chief Executive, Ian Harrison.

“The loss will impact generations to come across the entire community.”

The automotive industry is not the only industry under pressure. In today’s high cost business environment, there are companies across all sectors making daily decisions about where to invest their future operations. The dismantling of the auto industry simply exacerbates the impact on the community.

Mr Harrison says that there is an urgent role for all Australians moving forward; and it is to think more about the consequences of buying imported products when there are great Australian alternatives available.

“When all is said and done, it comes back to the consumers – be they individuals, businesses or government – as to where and how they spend their money,” Mr Harrison said.

“Every dollar spent on locally made and grown products will have a direct impact on the livelihoods of our manufacturers, food processors and growers, and on the standard of living of the wider community.

“Toyota’s decision is yet another wake-up call, but we are getting dangerously late,” Mr Harrison said.

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

Consumers seeking locally made and grown products should look for the Australian Made, Australian Grown kangaroo logo when shopping, or visit the online product directory at [www.australianmade.com.au](http://www.australianmade.com.au).

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## **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)