

25 FEBRUARY 2014



## **MEDIA RELEASE**

### **The Original Eumundi Markets is making a mark**

Local artisans are putting their own twist on the iconic green-and-gold kangaroo Australian Made, Australian Grown logo, thanks to a new collaboration between the Australian Made Campaign and the Original Eumundi Markets.

The Original Eumundi Markets joined the Australian Made Campaign as a Campaign Associate this year, to help build the Queensland institution's image as Australia's largest premier craft market for locally made and grown products and produce.

Eligible stallholders will soon feature the highly recognisable logo with the words 'Australian Made in Eumundi' or 'Australian Grown in Eumundi', to help visitors identify creations as having been made in Australia, in the region.

The Manager of The Original Eumundi Markets, Peter Homan, said that the new partnership was an exciting milestone in The Original Eumundi Markets 35th consecutive year of operation.

"We think it's important to support the people making and growing here, and give them access to competitive advantages – the localised version of the Australian Made, Australian Grown logo helps us to do that," Mr Homan said.

"The logo represents many of our core values and is a great addition to the market's overall branding."

Australian Made Campaign Chief Executive, Ian Harrison, welcomed The Original Eumundi Markets on board; commending the organisation for its role in promoting local products and produce.

"Support from Campaign Associates helps to amplify the important message about buying local, and we are proud to have The Original Eumundi Markets onboard," Mr Harrison said.

More than 600 stalls feature at the market, which see a yearly visitation of approximately 2 million people, rivalling some of the best markets in the world. Mr Homan credits the market's international reputation to its hyperlocal business strategy.

"We believe visitors from other parts of Queensland, interstate and overseas come to Eumundi to discover the products we make and grow here – they want to see something different and unique – and we give them that," Mr Homan said.

"Other markets are starting to follow similar philosophies, as consumers move away from traditional shopping towards buying locally to support local growers and manufacturers, but we think we do it best, and our attendance reflects that."

The markets maintain that reputation by ensuring stall holders share their vision for a premier artisan market – businesses must be original, produce high quality, local products, follow environmental business practices, and be closely involved in the production of the goods they sell.



“When you walk into this market you feel the energy, the happiness and the camaraderie – it’s an experience not to be missed. If you’re planning on visiting The Original Eumundi Markets, be sure to look for the logo when you shop,” Mr Harrison said.

Find out more about the Australian Made, Australian Grown logo at [www.australianmade.com.au](http://www.australianmade.com.au).

--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**

Catherine Miller, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: [catherine.miller@australianmade.com.au](mailto:catherine.miller@australianmade.com.au)

#### **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)