

12 SEPTEMBER 2014



MEDIA RELEASE

THE WORLD LOOKS TO AUSTRALIA FOR NATION BRANDING

Countries around the world are looking to Australia for guidance on country-of-origin branding.

The success of Australia's only country-of-origin certification program, administered and promoted by the not-for-profit Australian Made Campaign, is prompting other countries to revisit their own branding schemes.

Speaking alongside Irish Prime Minister, Enda Kenny, at an event in Dublin this week, Australian Made Campaign Chief Executive, Ian Harrison, shared details about the program with Ireland's business community.

Canadian Ministers travelled to Australia earlier this year to learn more about the creation of a national logo for locally made and grown products and produce, and a strategic plan to market that brand as well. Other countries – including New Zealand and South Africa – have also come to Australia for advice.

The green-and-gold Australian Made, Australian Grown (AMAG) kangaroo logo, has been identifying genuine Aussie products and produce for almost three decades. Mr Harrison says there has since been a proliferation of 'pretender logos', but the AMAG logo remains the only registered country-of-origin trade mark in Australia, and its strict compliance program has earned it credibility both in Australia and abroad.

According to Roy Morgan Research, 98% of Australians recognise the logo, and 88% trust it to identify locally made and grown goods. Research by YSC Online also found that products carrying the logo in export markets were more likely to increase sales than those which did not.

Today more than 2000 Australian businesses are registered to use the logo on over 15,000 products sold here and around the world, representing growth of 150% over the past decade.

"For many small businesses, particularly those involved in export, the logo is their strongest brand in the marketplace," Mr Harrison said.

"The same can be said for State, Territory and local government branding activities overseas – when the AMAG logo is used as a hierarchical branding platform, it establishes the national identity of the 'sub-brands'."

To find out more about the requirements for certification, visit www.australianmade.com.au.

--ENDS--



NOTE TO MEDIA

A high resolution image of Mr Harrison (centre-left) and Prime Minister Kenny (centre-right), with delegates at this week's 'Guaranteed Irish' event can be downloaded [here](#).

MEDIA CONTACT

Catherine Miller, Media and Communications Officer

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

E: 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 the full range of genuine Australian products and produce.

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 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 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