



## The Australian Made Campaign

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### MEDIA RELEASE

#### Country-of-origin branding on the agenda at the Northern Australia Food Futures Conference

The not-for-profit Australian Made Campaign put the spotlight on country-of-origin branding at the Northern Australia Food Futures Conference in Darwin this week, stressing the importance of a unified approach to marketing and selling products and produce in Asia.

Australian Made Campaign Chief Executive, Ian Harrison spoke at the President's Lunch preceding the conference, calling for a collaborative, cohesive approach to export marketing, incorporating a single brand and a single logo.

"The power of consistent branding and a global approach for our food exporters cannot be overstated," Mr Harrison said.

"Australia's strong nation brand is a valuable asset, particularly in Asia, for exporters of Australian products and produce, and the premiums that are available to Australian goods in the market are significant."

Mr Harrison said that Australia's registered country-of-origin certification trade mark, the green-and-gold Australian Made, Australian Grown logo, with its established links to Government and wide recognition throughout Asia, was the obvious symbol to make the connection to 'Brand Australia'.

More than 2000 Australian businesses currently use the logo on over 15,000 products sold here and around the world.

Just last week it was announced that 200 Australian Made branded stores would launch in China next year, selling only certified Australian products and produce.

**--ENDS--**

*The Australian Made Campaign is the not-for-profit organisation that administers and promotes Australia's registered country-of-origin certification trade mark for the full range of products and produce, the Australian Made, Australian Grown logo. The National Farmers Federation is one of its Foundation Members.*

#### NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities from 6.30pm this evening. 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 the full range of 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 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](http://www.australianmade.com.au)