

For immediate release
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Media Release: Shoppers hold key to Australia's future

THE ONUS is on shoppers now more than ever to buy Australian made and grown products and back local manufacturers and growers, as the rising Australian dollar exerts mounting pressure on businesses.

Research shows Australians have a clear preference for locally made and grown products, particularly for food but also for Australia's wide range of world class manufactured goods.

"It's vital now, more than ever that shoppers think long and hard about the broader implications of their choices each time they buy," Australian Made, Australian Grown (AMAG) Campaign Chief Executive Ian Harrison says.

"The rising Australian dollar is putting enormous pressure on Australian manufacturers and growers. Businesses need to review and restructure their practices in order to remain competitive in export markets and against cheaper, imported products," Mr Harrison says.

"But, as we know only too well, moving production offshore results in the loss of jobs and opportunities for valuable skills training for our young people.

"The Federal Government has an important role in getting the macro policy settings right – and this includes Australia not leading the charge on introducing a carbon tax – but the decision lies with everyday Australians to make the right choice.

"Ultimately the buck starts and stops with shoppers and I am strongly encouraging everyone to put their preference into practice by looking for the AMAG logo, buying Australian and re-investing in our community."

The AMAG logo has been helping shoppers identify authentically Australian products for 25 years now. Research also shows it is recognised by 94% of consumers and, more importantly, trusted by 85% over any other country of origin identifier such as flags, maps and pictures of animals.

INTERVIEW OPPORTUNITY

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About Australian Made, Australian Grown: AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. www.australianmade.com.au