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## **MEDIA RELEASE**

### **Councils collaborate to support local growers and manufacturers**

Councils from all over Victoria will convene next week to discuss best practice for promoting and supporting local growers and manufacturers at the Australian Made Campaign Supporters Forum.

The event, to be hosted by Yarra City Council on the 26<sup>th</sup> of February, will be attended by local manufacturers, and chaired by Australian Made Campaign Chief Executive, Ian Harrison.

The not-for-profit Australian Made Campaign administers and promotes Australia's registered country-of-origin trade mark for genuine Aussie products and produce, the green-and-gold kangaroo logo, which is used by more than 2000 businesses on over 15,000 products nationally.

Some of the projects to be discussed will include 'buy local' consumer campaigns and educational programs for schools. Local Government procurement policies will also be on the agenda.

"Roy Morgan research shows people are becoming more aware of the benefits of buying Aussie and more conscientious about the impact their purchasing decisions have on local jobs, industry and the community – but these sorts of projects are crucial in building and maintaining momentum," Mr Harrison said.

Find out more about the Australian Made Campaign 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. Interviews with participating Councils can also be arranged.

The Australian Made Campaign has formal partnerships with:

- Ballarat City Council
- Casey City Council
- Cardinia Shire Council
- Darebin City Council
- Glenelg Shire Council
- Horsham Rural City Council
- Hume City Council
- Melton city Council
- Mitchell Shire Council
- Moreland City Council
- Moonee Valley City Council
- Whittlesea City Council
- Yarra City Council
- Blacktown City Council (NSW)
- Gold Coast City Council (QLD)

## **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)