



BUYING AUSTRALIAN INTEGRAL IN DISASTER RECOVERY: AMAG

The Australian Made, Australian Grown (AMAG) Campaign is reminding Australians that now more than ever is the time to consciously buy locally made and grown products.

The devastating impact of floods and other natural disasters experienced across Australia is rapidly being felt with billions of dollars worth of damage to the nation's agriculture, industries and export sales.

However, individuals can show their support to those adversely affected through a simple gesture, AMAG Chief Executive Ian Harrison says.

"As a nation we have a lot to be proud of. Our farmers, fishermen, manufacturers and processors make and grow goods which are renowned world-wide for their innovation, quality, high standards, and of course, in the case of food products, great taste," Mr Harrison says.

"The impact that the floods are having on the nation's East coast and the bushfires to the West, and of course the previous years of drought, is staggering.

"I really encourage all Australians to get behind our local businesses, producers and fellow workers by buying Australian made and grown products. You will not only be buying great products; you will be supporting our growers, manufacturers and the local economy in this time of recovery."

"One way to do this is by looking for the AMAG logo. It has been helping shoppers easily find genuine Australian goods for 25 years now. Research shows us that it is the most trusted and recognised country-of-origin symbol. It is used on over 10,000 great items to show you that they have been made or grown right here, by Australians and to Australia's high standards."

The call to action comes as the iconic Australian Made kangaroo hops onto the skin of thousands of Australians in a joint Australia Day initiative between AMAG and Coles, which will see 500,000 Australian Made logo removable tattoos handed out at parks, beaches and in selected supermarkets around the nation, adding a bit of fun and colour to Australia Day.

Shoppers can also search for the thousands of products which carry the AMAG logo by downloading AMAG's new 'Buy Australian' app or by visiting www.australianmade.com.au.

INTERVIEW OPPORTUNITY

Ian Harrison, Chief Executive, Australian Made, Australian Grown Campaign

IMAGES

A selection of high resolution images such as the attached are available on request

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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