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MEDIA RELEASE

Campaign to help consumers spot genuine Aussie products

A national campaign will launch this week to remind consumers how to identify genuine Aussie products and produce.

The Government is currently working to introduce a mandatory country-of-origin symbol for food products, but until that symbol is introduced, the Australian Made, Australian Grown kangaroo logo will remain Australia's only registered country-of-origin certification trade mark for the full range of locally made and grown goods.

Research* shows consumers care about where their products are made and grown, but can struggle to spot them. The 'genuine Aussie' initiative by the not-for-profit Australian Made Campaign aims to help change that.

The initiative will see the Australian Made, Australian Grown kangaroo logo with the 'genuine Aussie' tagline featured prominently on billboards, shopping centre displays, print, radio and online advertisements all over Australia this season, to encourage consumers to turn to the logo to verify locally made and grown goods when shopping.

The symbol is Australia's registered country-of-origin certification trade mark for Australian products and produce, and its use is strictly regulated by the Australian Made Campaign.

"The logo is a solution for shoppers who want to quickly and easily identify Aussie products and produce, and be assured that those goods meet certain standards," Australian Made Campaign Chief Executive, Ian Harrison, said.

"We hope this campaign will help prompt consumers to look for the logo at point-of-sale."

Mr Harrison said the community had done a great job of celebrating Aussie farmers and manufacturers in the lead-up to Australia Day, and that there had been significant support in the wake of safety issues surrounding imported products earlier this year.

"It is evident that consumers are keen to back local industry and local jobs, but importantly, they are recognising the value in locally made and grown products and produce," Mr Harrison said.

"Consumers that care about where their products have been made and grown should look for the green-and-gold kangaroo logo to be sure they're genuine Aussie."

The Australian Made, Australian Grown logo is used by more than 2200 businesses on over 15,000 genuine Aussie products sold in Australia and around the world.

The Australian Made Campaign is also encouraging consumers to connect with the logo through 'all things genuinely Aussie' via the organisation's social media platforms and the hashtag #genuineAussie.

To find out more visit www.australianmade.com.au.



The Australian Made Campaign

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[*Roy Morgan Research, 2012](#)

BREAKOUT BOX

GET TO KNOW THE LOGO

To qualify to use the logo, products must comply with the criteria for one of the following descriptors:



Australian Made:

The product has been made in Australia (not just assembled or packaged); and
Over 50 per cent of the cost of production cost has been incurred in Australia

**Food products must also meet a strict set of criteria to avoid confusing consumers about the product's true country-of-origin.*



Australian Grown:

All significant ingredients are grown in Australia; and
All or almost all of the processing has been carried out in Australia.



Product of Australia:

All significant ingredients come from Australia; and
All or almost all of the manufacturing/processing has been carried out in Australia.



Australian Seafood:

All significant ingredients are grown/harvested in Australia; and
All or almost all processing has been carried out in Australia.



Australian (for export use only):

The product must satisfy the criteria for at least one of the four preceding claims and must not be misleading.

**It is important to note that, for food products, the rules for using the logo with an 'Australian Made' claim are more stringent than those applying under the Government's Australian Consumer Law. More information can be found in the [Australian Made, Australian Grown Logo Code of Practice](#).*

[DOWNLOAD HIGH RESOLUTION LOGOS HERE](#)
[DOWNLOAD GENUINE AUSSIE TILE](#)

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.



The Australian Made Campaign

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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 2100 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