



27 NOVEMBER 2014

MEDIA RELEASE

BUSINESS LEADERS FROM ACROSS THE COUNTRY ELECTED TO AUSTRALIAN MADE CAMPAIGN BOARD

The Australian Made Campaign, the not-for-profit organisation that administers and promotes Australia's registered country-of-origin certification trade mark, held its annual general meeting this week in Canberra.

The Executive Chairman of the Gerard Corporation, Robert Gerard, and Former Chairman of the Australian Canegrowers Council, Alf Cristaudo, both stepped down from the Australian Made Campaign's Board of Directors at the meeting.

The Vice President of the National Farmers Federation, Fiona Simson, and the CEO of Australian natural medicine manufacturer Martin & Pleasance, Richard Holyman were elected to fill their vacancies.

The Executive Chairman of Coopers Brewery, Glenn Cooper, was also re-elected as the Chairman of the Board of Directors.

The Australian Made Campaign's national Board consists of ten Directors, elected by the organisation's 11 members – the Australian Chamber of Commerce and Industry and its network of State and Territory Chambers, and the National Farmers' Federation.

The board consists of;

- Glenn Cooper AM (Chairman), Executive Chairman, **Coopers Brewery Ltd** (Adelaide)
- Allyn Beard (Deputy Chairman), Company Director, **A.H. Beard Pty Ltd** (Sydney)
- Neil Summerson FCA (Treasurer), Company Director and former Chairman, **Bank of Queensland** (Brisbane)
- Nicki Anderson, MD, **Powerforce Group** (Melbourne)
- Kate Carnell AO, CEO, **Australian Chamber of Commerce and Industry** (Canberra)
- David Gray AM, MD, **David Gray & Co Pty Ltd** (Perth)
- Richard Holyman, CEO, **Martin & Pleasance** (Melbourne)
- Robert Hutchinson, State Manager, **ParexDavco (Australia) Pty Ltd** (Brisbane)
- Michele Levine, CEO, **Roy Morgan Research** (Melbourne)
- Fiona Simson, VP, **National Farmers Federation** (Northern New South Wales)

This is an exciting time for the Australian Made, Australian Grown (AMAG) kangaroo logo. The average number of businesses registering to use the logo on authentic Australian goods each month has almost doubled over the past year, and the Federal Government recently announced it would be integrating the symbol into its new mandatory country-of-origin food labelling scheme.

Australian Made Campaign Chief Executive, Ian Harrison, said that the strategic direction provided by its Board of Directors had been instrumental to the logo's success.



“Trust and recognition of the Australian Made, Australian Grown logo has never been higher – almost 2,500 businesses are now using this symbol on approximately 15,000 products sold around the world,” Mr Harrison said.

Mr Harrison also issued a special thanks to Alf Cristaudo and Robert Gerard for their contributions during their time served as directors.

“The Australian Made Campaign is particularly grateful to Robert Gerard, who has volunteered his time as a Director for more than a decade, driving the establishment of critical policies and providing invaluable insights over the years,” Mr Harrison said.

More information about the Australian Made Campaign and the Australian Made, Australian Grown country-of-origin certification trade mark can be found at 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.

MEDIA CONTACT

Catherine Sekulovski, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: catherine@australianmade.com.au

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. Almost 2500 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