



19 JANUARY 2015

## **MEDIA RELEASE**

### **Consumers encouraged to 'search and shop green-and-gold' in the lead-up to Australia Day and beyond**

The not-for-profit Australian Made Campaign is calling on all Australians to support our farmers, fishermen and manufacturers this month by considering the many ways they can get behind them in the lead-up to Australia Day and beyond.

"We're encouraging consumers to 'search and shop green-and-gold' whenever possible, and take the time to maintain a general awareness of what the local industry has to offer – they might just be surprised to discover the wide variety of goods produced in this country," Australian Made Campaign Chief Executive, Ian Harrison, said.

"It all starts with the green-and-gold Australian Made, Australian Grown kangaroo logo", Mr Harrison said.

The logo is the only registered country-of-origin certification trade mark for all products and produce made or grown in Australia.

The Australian Made Campaign promotes certified Australian Made and Australian Grown products via its social media platforms every day and its website offers speedy search of over 15,000 products via a comprehensive online directory. New product showcases keep consumers up-to-date with the latest additions, the 'Aussie Made Club' suggests ways of incorporating local ingredients into recipes, and regular giveaways are offered to help get products into the hands of everyday consumers.

"Australia Day is a great time of year to celebrate Aussie producers and maintaining the connection between local industry and the community throughout the year is the next goal – let's make every day Australia Day," Mr Harrison said.

Visit [www.australianmade.com.au](http://www.australianmade.com.au) for more information and quick links.

**--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**

Georgia Terlich, Marketing and Communications Assistant

P: +61 3 9686 1500

E: [georgia@australianmade.com.au](mailto:georgia@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. More than 2350 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)