



The Australian Made Campaign

19 SEPTEMBER 2017

MEDIA RELEASE

Australian Made supports economic development

The Australian Made Campaign is bolstering its support for local economic development next month, through its sponsorship of the National Economic Development Australia Conference.

The three-day conference will be held in Ballarat from 10-12 October 2017, and will see economic development professionals from all over the country gather to learn and discuss opportunities for industry and employment growth.

Ballarat City Council was the first local government body to make an official commitment to the national not-for-profit Australian Made Campaign more than a decade ago, and remains an Australian Made Campaign Supporter today.

City of Ballarat Mayor Cr Samantha McIntosh said the City of Ballarat actively supported the Australian Made Campaign in its function to promote Australian Made products.

“We see great value in the Australian Made logo and encourage local businesses to participate in the program, promote their products and maximise potential sales,” Cr McIntosh said.

The Australian Made, Australian Grown logo will feature prominently at the conference, as one of the most recognised and trusted symbols representing Australian growers and manufacturers.

All attendees will receive information about how they can support local producers, via the logo and the campaign behind it.

To find out if your council is an Australian Made Campaign Supporter, and for more information, visit 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.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

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 Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.
Free ph: 1800 350 520

www.australianmade.com.au