



The Australian Made Campaign

30 May 2018

MEDIA RELEASE

Australian Made Campaign Chief Executive to step down

The Australian Made Campaign's Chief Executive, Ian Harrison, has announced he is stepping down at the end of July this year, after 14 years at the helm of the organisation responsible for promoting and administering the nation's iconic green-and-gold Australian Made, Australian Grown logo.

"After 14 years running this great organisation, it's time to do a little less and give someone else a run", Mr Harrison said.

"We've come a long way over that time and I'm very proud of what we've been able to achieve.

"Australia's strong nation brand is a great asset for our business community and our economy, but the challenge always is to make that connection. That is exactly what the Aussie Made logo was created to do 32 years ago and, I am pleased to say, is doing so even more powerfully today.

"The logo is a well-known and trusted symbol by consumers the world over who are looking to buy genuine Aussie products.

"It's been an honour to have been able to lead the Australian Made Campaign and I am thankful to the Board for giving me that opportunity".

"Although stepping down as Chief Executive, I will of course remain an advocate for the AMAG logo and look forward to seeing it continue its great progress in the future," Mr Harrison said.

In commenting on Ian's pending departure, AMCL Chairman Glenn Cooper AM thanked Ian for his leadership and dedication in growing the Campaign and the AMAG logo's brand equity.

"Ian has been an outstanding Chief Executive for the Australian Made campaign and all of us on the Board will be genuinely sorry to see him go. In his time leading the organisation he has built the strength and standing of the logo, along with the campaign behind it, enormously."

"Ian was responsible for relocating the campaign office from Canberra to Melbourne and building the team we have now, which has been so successful in promoting and administering this great symbol.

"During his time as Chief Executive, the number of businesses registered to use the symbol has grown by 350 per cent to 2700, and it can now be found on more than 20,000 products sold in Australia and around the world. This will increase significantly with its formal inclusion in the federal Government's new country of origin labelling scheme for foods sold in Australia, which becomes mandatory as of 1 July.

"This traditional use of the logo is further enhanced by the enormous growth over the past 5 years in AMCL's online presence, with our website now getting over 100K hits per month, the Aussie Made club boasting 32K members and its social media profiles totalling over 350K. These are big numbers and a great channel to market for our licensees.



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“Ian has been a driving force behind the logo’s positioning as Australia’s global product symbol. It is used extensively in export markets, and to support this global presence, it is now a registered trade mark in the USA, China, South Korea and Singapore, with registration in 8 other Asian countries already underway.

“Under his leadership the Australian Made, Australian Grown logo has grown significantly in its stature as a much-loved Australian icon, synonymous with the quality and integrity of locally made and locally grown goods worldwide – a truly global product symbol for our growers and manufacturers.”

In respect of Ian’s replacement, Mr Cooper said, “Ian and the Board have been working on a succession plan for some time and we will be in a position to announce his successor at our July meeting.”

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NOTE TO MEDIA

Australian Made Campaign Chairman, Glenn Cooper, and Australian Made Campaign Chief Executive, Ian Harrison, are available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

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[IMAGE AVAILABLE TO DOWNLOAD HERE](#)



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 more than thirty years. It does this 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.



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 2700 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.

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