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MEDIA RELEASE

Australian Made welcomes support for Aussie manufacturers and exporters

The Australian Made Campaign Ltd (AMCL) has welcomed today's announcement from the Federal Government outlining its commitment to support Australian manufacturers here and abroad.

The commitment will see AMCL receive up to \$5M to promote the famous Australian Made, Australian Grown (AMAG) logo in key export markets, as well as establishing trade mark registrations in the United Kingdom, European Union and Canada.

The announcement also details the establishment of a Manufacturing Modernisation Fund aimed at assisting manufacturers access new technologies to expand and thrive into the future.

"It's really encouraging to see this level of commitment to Australian manufacturers," said Australian Made Chief Executive, Ben Lazzaro.

"It's important that we foster a manufacturing environment that encourages and assists manufacturers to innovate and build on their success, as well as providing pathways to new markets. The end result being a healthy manufacturing sector, job creation and better access to markets."

The famous green and gold kangaroo brand is ideally positioned to play a key role in the Government's effort to support local manufacturers in Australia and those taking their goods abroad.

"The AMAG logo has a proven 33-year track record in making the 'Australian connection' here and overseas, so it makes real sense to enhance its effectiveness as export markets continue to open up for Aussie manufacturers," said Mr Lazzaro.

"While much work has been done in extending the reach of the AMAG logo domestically and into Asia, with the Government's support, AMCL will be able to further strengthen Australia's reputation for high-quality, clean, green products further afield."

The AMAG logo is currently used by nearly three thousand businesses across thousands of products sold all over the world. It is also a central element of the Government's recently introduced food labelling laws in Australia; it will therefore be featured on the labels of thousands of food products exported from Australia (in addition to the thousands of non-food Australian exports).

It is also a registered trade mark in USA, China, South Korea, Singapore and India, with legal proceedings having commenced to register it in 7 other Asian countries – Hong Kong, Indonesia, Japan, Malaysia, Taiwan, Thailand and Vietnam.

"AMCL looks forward to working with the Government to help deliver this initiative and help extend the reach of the AMAG logo and that of Aussie manufacturers and exporters," said Mr Lazzaro.

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[**HIGH RES. IMAGE DOWNLOAD**](#)



NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

Caitlin Blair, Media and Communications Officer

P: +61 3 9686 1500 / 0425 003 373

E: caitlin.blair@australianmade.com.au

Simon Bracken, Manager of Marketing & Communications

P: +61 3 9686 1500 / 0411 234 018

E: simon@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 more than 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 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 Level 4, 111 Coventry Street, Southbank, VIC 3006.

Free ph: 1800 350 520

www.australianmade.com.au