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MEDIA RELEASE

Australian Made calls on consumers to ‘Keep Australians Working’

The Australian Made, Australian Grown (AMAG) Campaign is calling on consumers to help keep Australians in their jobs.

“There is a direct correlation between the purchasing behaviours of the general public and employment, local economic development and prosperity,” said AMAG CEO, Ian Harrison.

“When you buy Aussie-made and grown products, you can be sure there are Aussie jobs behind them.”

AMAG’s ‘Keep Australians Working’ campaign — which aired on national television for the first time last night on Channel 10’s *The Project* — features real workers from a wide range of industry backgrounds explaining how their livelihoods could be impacted if consumers choose to buy imported products in favour of Australian-made and grown alternatives.

“You can buy one of our great Australian products, or you can buy an imported product and put us out of a job,” they say matter-of-factly.

The hope is that this confronting truth will make consumers stop and think about the knock-on effects of their purchasing decisions before buying.

This message is timely. According to the Australian Bureau of Statistics, the unemployment rate increased to 5.2% in June 2012, due to the loss of 27,000 jobs.

“After decades of uninterrupted growth in Australia, it has perhaps become too easy to disconnect from our responsibility to keep job and career opportunities available for all Australians, particularly the young,” Mr Harrison said.

“It comes down to all of us as consumers— the people and businesses that buy things every day – to consciously purchase Australian-made and grown products.”

The green-and-gold Australian Made, Australian Grown logo is the best way for consumers to be sure the products they are purchasing are genuinely Australian.

“The Australian public has a very important role to play,” Mr Harrison said.

“If we don’t start supporting local industry and local jobs by buying Australian-made and grown products, our neighbours, friends and family members could be put out of work.

To view the ‘Keep Australians Working’ TV campaign or to find out more about great Australian Made and Australian Grown products go to <http://www.australianmade.com.au/australian-made-calls-on-consumers-to-keep-australians-working/>.

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NOTE TO MEDIA

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

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN CAMPAIGN

The Australian Made, Australian Grown logo is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation Australian Made, Australian Grown (AMAG). The AMAG logo must always be used with one of four descriptors; Australian Made, Australian Grown, Product of Australia or Australian Seafood only. To use the logo goods must meet the criteria set out in Australian Consumer Law as well as AMAG's own more stringent Code of Practice. More than 1700 businesses are registered to use the Australian Made, Australian Grown logo, which can be found on more than 10,000 products sold here and around the world.

Australian Made, Australian Grown headquarters is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

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