

07 FEBRUARY 2013



## **MEDIA RELEASE**

### **Australian Made appeals to shoppers to buy local in the wake of natural disasters**

The Australian Made Campaign is appealing to shoppers to look for locally made and grown products and produce in the wake of the recent natural disasters across the eastern states.

"The next best thing to providing physical or monetary support is for shoppers to make their upcoming purchases from local growers and manufacturers," Australian Made Campaign Chief Executive, Ian Harrison, said.

"That puts much-needed reinvestment and money back into the local economy."

The past few weeks have seen a spate of natural disasters wreak havoc across Queensland, New South Wales, Victoria and Tasmania.

"Now is the time to reinvest in our local communities, by purchasing from local businesses wherever possible – at the supermarket, when shopping for home wares or when replenishing office supplies – when making purchases of any kind," Mr Harrison said.

"When you buy Australian-made and Australian-grown products and produce, not only can you be sure you're getting great quality, but you can also count on the fact that your purchase is supporting a local grower or manufacturer in this time of recovery."

"And the easiest way to identify genuine Aussie goods is to look for the green-and-gold Australian Made, Australian Grown (AMAG) logo," Mr Harrison said.

The AMAG logo is the registered certification trade mark that labels a product as authentically made or grown in Australia.

**--ENDS--**

## **NOTE TO MEDIA**

Australian Made 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 LOGO**

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 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)



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