

03 JUNE 2013



## **MEDIA RELEASE**

### **Largest ever Australian Made and Australian Grown product directory now live**

The Australian Made Campaign has launched its new website, [www.australianmade.com.au](http://www.australianmade.com.au), to help consumers find genuine Australian products and produce.

Featuring more than 10,000 products from thousands of Australian manufacturers, processors and producers, the website enables consumers to quickly and easily find locally made, grown or caught products. Only products certified to carry the Australian Made, Australian Grown (AMAG) logo – Australia’s only registered country-of-origin trade mark for genuine Aussie products – can be featured.

Every business has its own online listing, fully searchable by name or products offered and integrated with social media.

“Australian shoppers are looking for local products and they are looking for them online – this website provides a gateway for Australian businesses of all sizes to connect with those shoppers,” Australian Made Chief Executive, Ian Harrison, said.

“Consumers can be sure that the products they source via the Australian Made website are grown and manufactured right here in Australia, in Australia’s clean, green environment and to Australia’s high health and safety standards.”

The new website is also home to the Australian Made Club, which is free to join and offers members access to giveaways and [competitions](#) each month.

All of this provides the foundation for a media campaign encouraging consumers to look for the logo when shopping. The campaign features real manufacturers encouraging Aussies to buy local, and will run across TV, print, radio and online throughout the remainder of 2013.

The campaign is timely, with recognition of the AMAG logo at an all-time high of 98%, and survey findings showing consumers are becoming more aware of the need to invest their shopping dollars back into the local community.

According to recently released research by Roy Morgan Research\*, 87.4% of Australians want to buy food produced in Australia and 88.5% are more likely to buy Australian-made products over products manufactured in other countries.

“We need to continue to support local products and produce - and the manufacturers and growers behind them – because reinvestment in our communities is the key to securing local economic development; jobs, training and career opportunities for our kids; and a better future for all Australians,” Mr Harrison said.

“It’s time to buy Australian.”



To find out more visit [www.australianmade.com.au](http://www.australianmade.com.au).

To watch the videos visit [www.youtube.com.au/AustralianMadeLogo](http://www.youtube.com.au/AustralianMadeLogo).

--ENDS--

\*Roy Morgan Research 2013

<http://www.roymorgan.com/findings/australian-made-all-the-way-201305060449>

#### **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.

#### **MEDIA CONTACT**

Catherine Miller, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: [catherine.miller@australianmade.com.au](mailto:catherine.miller@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 genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia 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; it has been doing this since its introduction by the federal Government in 1986.

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 1800 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)