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MEDIA RELEASE

AUSTRALIAN INTERNATIONAL MARINE EXPORT GROUP & SUPERYACHT AUSTRALIA JOIN THE AUSTRALIAN MADE CAMPAIGN

The Australian International Marine Export Group (AIMEX) and the Australian Made Campaign are joining forces to promote the marine export and superyacht industries.

The iconic green-and-gold Australian Made logo will soon be used to help brand AIMEX promotions around the world.

“Our focus is promoting Australian exporters globally and promoting Australia as a destination for Superyachts to cruise in our waters and have their refits and repairs undertaken. The Australian Made logo will play an important role in helping us to do that,” AIMEX Group CEO, Mary Ann Edwards, said.

The Australian Made logo is Australia’s only registered country-of-origin trademark for genuine Australian products. Associating with the logo provides a commercial advantage to Australia’s exporters, because it readily establishes a connection with Australia’s reputation for high quality, well-manufactured products.

“We are proud to have the peak body representing the Australian marine export and superyacht industries as an Australian Made Campaign Associate, and using the logo to help create opportunities for the industries in export markets,” Australian Made Campaign Chief Executive, Ian Harrison, said.

“The Australian Made logo has been used extensively in export markets around the world for over a quarter of a century, and research shows that it has proved extremely effective in connecting with Australia – which is exactly what you want a country-of-origin symbol to do.

“Further research has also clearly established that Australian products carrying the logo in export markets are more likely to increase sales than Australian products not carrying the logo.”

The AIMEX Group has been connecting Australian manufacturers of marine exports with international buyers around the world for more than 15 years. Marketing initiatives include international trade shows, media missions, the Australian Superyacht and Marine export awards, the Australian Superyacht and Marine export conference (ASMEX) and key publications. Businesses can only become members of the AIMEX Group if they manufacture in Australia.

The marine exports and superyachts industries generate significant export revenue for Australia.

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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 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 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.

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