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MEDIA RELEASE

Australian Made calls on Government to support country-of-origin branding

In the lead up to the forthcoming election, The Australian Made Campaign has called for a commitment in Government for stronger support for country-of-origin branding.

"The Australian brand is one of the most powerful assets available to our businesses in global markets, but unfortunately the value of this seems to have been consistently underestimated in government and bureaucratic circles for many years," Australian Made Campaign Chief Executive, Ian Harrison, said.

"A stronger focus on country-of-origin branding using Australia's registered country-of-origin trade mark – the Australian Made, Australian Grown logo – would help support manufacturers, farmers and processors producing genuine Aussie products."

The iconic green-and-gold kangaroo logo has been used by thousands of businesses to identify genuine Australian products and produce, in Australia and overseas, for nearly three decades.

"In an environment where increased costs and a high \$AUD have seriously undermined the competitiveness of many Australian products, country-of-origin is an asset we should be driving much, much harder," Mr Harrison said.

"There is more than enough public benefit associated with the Australian Made, Australian Grown logo to justify a much deeper, strategic partnership between the Government and the campaign behind the logo."

Australian Made has also called for steps to reduce the unacceptable level of confusion among Australian consumers about the country-of-origin labelling laws in Australia.

"It's important that we rebuild confidence in the system and add marketing value to the manufacturing, growing and processing of products in this country," Mr Harrison said.

"We are lobbying the Government to work together with us on this."

"Jobs, better career opportunities and an improved future for all Australians will be the outcomes of such a partnership," Mr Harrison said.

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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.

MEDIA CONTACT



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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