



The Australian Made Campaign



The Australian Made, Australian Grown Logo

The Australian Made, Australian Grown (AMAG) logo helps consumers recognise if products are made or grown within Australia. It is a trademark that can only be used if a company's products have been approved by the Australian Made Campaign. This is so people can trust that when they see the logo, the product or produce really is Australian.

Don't be fooled by other logos – the AMAG logo is the only registered country-of-origin certification trade mark for genuine Australian products and produce.



The Origin of the Logo

In the 1930s, various groups of manufacturers came together and decided it would be a good idea to let people know about Australian made products. They did this through a series of advertisements.



Then in 1961, a national campaign known as 'Operation Boomerang' was launched by the Associated Chambers of Manufacturers of Australia. The boomerang logo was used by Australian manufacturing companies to show people that the goods were made in Australia, and to encourage them to buy locally made products.



In 1986, the Federal Government decided it was time for a new logo. It got a Melbourne graphic designer, Ken Cato, to design a green-and-gold Australian Made logo that featured a stylised kangaroo inside a sharp-cornered triangle (*very similar to the current logo*).

In 2007, new rules were written to introduce an 'Australian Grown' version of the logo for fresh foods grown in Australia. The logo was renamed the Australian Made, Australian Grown logo. Some small changes were made to the logo's design; the corners of the triangle were rounded and the shape of the kangaroo was changed a little bit. This truly Australian icon celebrated its 25th birthday in 2011, and can be found on more than 10,000 products sold in Australia and around the world.



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The Meaning Behind the Logo

The green and gold kangaroo logo can be used with different descriptors or words. The descriptors appear underneath the logo and give details about the product. There are five different descriptors. The two most common are 'Australian Made' and 'Australian Grown' – the others are 'Product of Australia', 'Australian Seafood', and 'Australian'.

The 'Australian Made' descriptor means:

- The product has been made in Australia (*i.e. produced or manufactured here*) not just assembled or packaged.
- At least fifty per cent of the cost of making it has been spent in Australia.



The 'Australian Grown' descriptor means:

- All of the product's significant ingredients are grown in Australia.
- All, or nearly all, of the processing has been carried out in Australia.



The 'Australian Seafood' descriptor means:

- All of the product's significant ingredients are grown or harvested in Australia.
- All, or nearly all, of the processing has been carried out in Australia.



The 'Product of Australia' descriptor means:

- All of the product's significant ingredients come from Australia.
- All, or nearly all, of the processing has been carried out in Australia.



The 'Australian' descriptor means:

- The product meets the criteria for one or more of the other descriptors.
- It can only be used on products sold overseas.

You may also see the words '& owned' added to the 'Australian Made' or 'Australian Grown' descriptors. This means that the company has its head office in Australia and that 51 per cent of its shares are owned by Australians.