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MEDIA RELEASE

Australian Made welcomes cable recall in NSW, calls on remaining States to take action

The Australian Made Campaign is hailing the recall by NSW Fair Trading of unsafe, non-compliant cable being manufactured in China and sold to local electrical contractors as a life-saving intervention.

Australian Made is urging product safety regulators in other States and Territories to follow suit, to ensure the safety of tradesmen as well as the general public.

The protective PVC insulation and sheathing compound used in the recently recalled 'Integrity' electrical cables was found to be substandard, with potential results of use including serious electric shocks or fire.

"Australian Made welcomes the action by NSW Fair Trading, initiated by the Australian Cablemakers Association, because it is critical that imported products comply with local safety regulations, just as Australian-made products must do," Australian Made Chief Executive, Ian Harrison, said.

"It is very important for us to be vigilant, particularly when it comes to health and safety standards."

Mr Harrison said that the action by NSW Fair Trading also reinforces the importance of educating shoppers about the difference in quality, health and safety manufacturing standards around the world, so they can make informed decisions.

"Australia has some of the highest quality, health and safety standards in the world, which is why consumers, businesses and the government need to become more conscientious about buying local," he said.

"Maintaining our high manufacturing standards is vital for our export efforts and in competing with imports."

To find Australian Made products, visit www.australianmade.com.au or look for the Australian Made logo to be sure what you are buying is genuinely Aussie. The iconic green-and-gold Australian Made logo is Australia's only registered certification trade mark, and as a symbol which is readily associated with the high standards of production and manufacturing in Australia, it provides assurance of the quality of a product as well as guaranteeing the product's country-of-origin.

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NOTE TO MEDIA

Australian Made Campaign 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 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.

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