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## **MEDIA RELEASE**

### **Alf Cristaudo elected to Australian Made Campaign Board**

Queensland sugarcane grower, Alf Cristaudo, was elected to the Australian Made Campaign Board of Directors at the organisation's AGM this month.

Mr Cristaudo is the former Chairman of Canegrowers Australia and recently completed his term as Director of the National Farmers Federation. He is currently a director of Austsafe Superannuation and Ravensdown Fertiliser Australia.

Nominated for the position by the National Farmers Federation, the Australian Made Campaign Board of Directors selected Mr Cristaudo based on his long history of active grower, industry and community representation.

He has played a vital role in advancing Australia's sugarcane industry, holding senior positions within peak industry bodies and advisory committees throughout his career.

"We are delighted that Alf has agreed to join the Board," Australian Made Campaign Chairman, David Gray, said.

"Mr Cristaudo's appointment will help strengthen the ties between the Australian Made, Australian Grown logo and the agricultural sector, and his insights into the Queensland business community will be greatly valued."

At the AGM, retiring (by rotation) Directors, Glenn Cooper and Allyn Beard, were re-elected for a further term, and casual vacancy appointees Nicki Anderson and Michele Levine were formally elected.

The full Board of Directors now consists of:

- David Gray AM (Chairman), MD, David Gray & Co. Pty Ltd
- Glenn Cooper AM (Deputy Chairman), Executive Chairman, Coopers Brewery Limited
- Neil Summerson FCA (Treasurer), Director and Former Chairman, Bank of Queensland
- Peter Anderson, CEO, Australian Chamber of Commerce and Industry (ACCI)
- Nicki Anderson, MD, Demo Plus
- Allyn Beard, MD, A.H. Beard Pty Ltd
- Alf Cristaudo, Former Chairman of Canegrowers Australia
- Robert Gerard AO, Executive Chairman, Gerard Corporation Pty Ltd
- Robert Hutchinson, State Manager, Queensland, ParexDavco (Australia) Pty Ltd
- Michele Levine, CEO, Roy Morgan Research

The Australian Made Campaign is the not-for-profit that administers the iconic green-and-gold Australian Made, Australian Grown (AMAG) logo, Australia's registered country-of-origin trademark for genuine Aussie products and produce.



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## **NOTE TO MEDIA**

Australian Made Campaign Chairman, David Gray, 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](http://www.australianmade.com.au)