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**MEDIA RELEASE**



**Shoppers encouraged to celebrate local products and produce this Christmas**

*[Buying local made easy – shop green and gold]*

The Australian Made Campaign is urging shoppers seeking out local products and produce this Christmas to look for the Australian Made, Australian Grown logo.

“Our latest research shows that now more than ever, buying local is important to Australian consumers, because they are more aware of the quality, health and safety benefits, and the impact on local jobs, industry and the community,” Australian Made Campaign Chief Executive, Ian Harrison, said.

“The Australian Made, Australian Grown logo provides assurance to shoppers that what they are buying is genuinely Aussie.”

The logo is Australia’s only registered country-of-origin certification trade mark for Australian goods.

The iconic kangaroo logo has been providing consumers with a readily recognisable (98%) and trusted (88%) symbol for Australian products and produce for nearly three decades.

“Every dollar spent on locally made and grown products this Christmas will have a direct impact on the livelihoods of our growers and manufacturers, and on the standard of living of the wider community,” Mr Harrison said.

The festive season is a great time to celebrate the fantastic products and produce we make and grow in Australia, and the people behind them. If you’re shopping online, the best way to find locally made and grown products is to visit the product directory at [www.australianmade.com.au](http://www.australianmade.com.au). Only certified products can be featured, which means that you can be sure that the products you source via the website are manufactured, processed or produced in Australia.

**--ENDS--**

**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.

[www.australianmade.com.au](http://www.australianmade.com.au)

## **MEDIA CONTACT**

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