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MEDIA RELEASE

Australian Made appeals to shoppers to buy local this Easter

The Australian Made Campaign is calling on consumers to keep up the momentum and buy local this Easter, after a surge in support for locally made and grown products following the organisation's 'Make Every Day Australia Day' campaign.

The Australian Made website, www.australianmade.com.au, which features an online product directory for all certified Australian Made and Australian Grown products, saw traffic increase by 41% in January – and it is just as busy today.

Australian Made Campaign Chief Executive, Ian Harrison, credits greater consumer awareness of the benefits and importance of buying local, and the development of new shopping habits.

"Consumers might buy Aussie out of a sense of patriotism, or to shore up our growers and manufacturers – the support which kept SPC's doors open is a great example of that – but products made and grown here are often better quality, and that keeps them going back for more," Mr Harrison said.

"Our products and produce is made and grown in a clean, green environment, to high health and safety standards, and that is what sees Aussies put locally made and grown items in their shopping baskets all year around."

Australia produces some of the best typical Easter foods, like fish, lamb, eggs and chocolate. To source local products for your Easter celebrations, visit the Australian Made website, or look for the green-and-gold Australian Made, Australian Grown (AMAG) kangaroo logo when you shop.

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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.

MEDIA CONTACT

Catherine Miller, Media and Communications Officer
P: +61 3 9686 1500 / +61 422 071 256
E: catherine.miller@australianmade.com.au

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 1900 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