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**MEDIA RELEASE**



**AUSTRALIAN MADE URGES BUSINESSES TO 'GET THE AUSTRALIAN ADVANTAGE'**

The not-for-profit organisation that administers Australia's only country-of-origin certification trade mark, the Australian Made, Australian Grown logo, will launch a new initiative tomorrow, to promote country-of-origin branding as a vital part of every Australian business 'tool kit'.

The national campaign, set to run throughout the month of June, will call on businesses to 'Get the Australian Advantage' and leverage shoppers' preferences for buying Australian products.

Australian Made Campaign Chief Executive, Ian Harrison, said that while many businesses were suffering under fierce competition from cheap imports, those making and growing genuine Aussie products had a card up their sleeve that could help them get ahead.

"Research shows that country-of-origin branding has a direct impact on purchasing behaviours, in Australia and overseas – and our reputation for making and growing products and produce is strong on both fronts," Mr Harrison said.

"The Australian Made, Australian Grown logo is by far the most recognised and trusted country-of-origin symbol for Australia, so we are encouraging businesses to use the logo in their marketing efforts, providing of course that their products are eligible."

Mr Harrison also said that country-of-origin branding could reinforce corporate philosophies – boosting staff morale and demonstrating corporate social responsibility – and open up new business opportunities when tendering for government contracts and major projects.

"The power of country-of-origin branding should not be overlooked," Mr Harrison said.

"The Australian Made, Australian Grown logo is very effective in making that important connection.

"It is inexpensive, and it is a great asset available to our farmers, processors and manufacturers.

"We are urging businesses to 'Get the Australian Advantage' by leveraging this powerful marketing tool."

To find out whether your products qualify, to apply for use of the logo, or for more information, visit [www.australianmade.com.au](http://www.australianmade.com.au).

**--ENDS--**

**NOTE TO MEDIA**

Australian Made Chief Executive, Ian Harrison, 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 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](http://www.australianmade.com.au)