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MEDIA RELEASE

Being Aussie is a good for business

[The not-for-profit organisation that administers Australia's iconic green-and-gold kangaroo country-of-origin certification trade mark, the Australian Made Campaign, is celebrating 2000 registered businesses today.]

The number of businesses now licensed to use Australia's country-of-origin certification trademark, the iconic green-and-gold Australian Made, Australian Grown (AMAG) kangaroo logo has reached new heights.

Brisbane-based optical lens manufacturer Shamir Australia was today approved to use the famous logo on its range of Australian-made lenses, becoming the 2000th business currently registered.

This means there are now 2000 businesses, with some 15,000 genuine Aussie products that consumers can search for on the Australian Made Campaign's online directory at www.australianmade.com.au.

"We are thrilled to break through 'the 2000 barrier' – this represents growth of over 150% in the past decade," Australian Made Campaign Chief Executive, Ian Harrison said.

"The Australian Made Campaign is a collective effort to brand genuine Aussie products in Australia and markets all over the world – the more businesses involved, the stronger the impact.

"This milestone carries an important message – being Aussie is good for business."

Shamir Australia General Manager, Paul Stacey, accepted a commemorative certificate from Australian Made on behalf of the organisation.

"We are proud to manufacture our lenses in Australia, using cutting edge technology and highly skilled technicians, for some of the largest optical retailers in Australia and New Zealand. We also have a strong emphasis on supporting the smaller Australian independent businesses," Mr Stacey said.

"The Australian Made logo is a symbol for excellence in manufacturing, commitment to local jobs and local reinvestment, so it is a great fit for our brand."

The AMAG logo has been helping businesses to clearly identify their products as Australian, and at the same time providing consumers with a highly recognised and trusted symbol for genuine Aussie products and produce, for nearly thirty years.

The Australian Made Campaign is the not-for-profit organisation that administers and promotes the AMAG logo. It is running a national campaign this month to promote country-of-origin branding as a vital part of the marketing 'tool kit' of every business producing genuine Aussie products.

Businesses can apply to use the logo online at www.australianmade.com.au.



NOTE TO MEDIA

Ian Harrison and Paul Stacey are available for vision and interview opportunities. Please contact us if you wish 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 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. 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 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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