

15.07.2014

MEDIA RELEASE



Nothing fishy about Aussie seafood collaboration

The West Australian commercial fishing sector has strengthened its links with the iconic green-and-gold Australian Seafood logo, thanks to a new collaboration between the Australian Made Campaign and the Western Australian Fishing Industry Council (WAFIC).

WAFIC—the peak industry body representing the local commercial fishing, pearling and aquaculture industries—joined the Australian Made Campaign as a Campaign Associate in July, making a strong statement in support of the local fishing sector and those that work in it.

According to WAFIC Chief Executive Officer, John Harrison, the Australian Seafood logo will help the organisation demonstrate its commitment to WA commercial fishers and their employees, and help collectively promote local seafood, pearl products and aquaculture activities in this region.

“Our members are responsible for producing some of the highest-quality seafood in the world,” he said. “It’s important that WAFIC continues to actively foster excellence throughout the local fishing industry and promote locally caught seafood. The Australian Seafood logo will help us do that.”

Australian Made Campaign Chief Executive, Ian Harrison, welcomed WAFIC to the Campaign, commending the organisation for its role in representing the WA fishing sector and its dedication to spreading the ‘buy local’ message.

“Support from Campaign Associates helps to amplify the important message about buying local, and we are proud to have WAFIC onboard,” Ian Harrison said.

Commercial fishers are the vital links that supply seafood to the vast majority of the community, however once on shelf, it’s important that consumers can identify it as authentically Australian.

“While eight out of ten West Australians consume local seafood, over 70 per cent of Australian seafood is imported,” said John Harrison. “We would encourage our members to become licensees of the Australian Made Campaign and use the Australian Seafood logo to help consumers identify their seafood as genuinely Australian.

--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.



MEDIA CONTACT

Sophie Colvin, Marketing and Communications Assistant

P: +61 3 9686 1500 / +61 425 697 831

E: sophie.colvin@australianmade.com.au

On behalf of

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 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 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.

www.australianmade.com.au