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MEDIA RELEASE

Get behind 'our Aussie logo'

The Australian Made Campaign is calling on consumers to get behind 'our Aussie logo' – the green-and-gold kangaroo that certifies products and produce as genuinely Australian Made or Australian Grown, in a national campaign that launched today.

The Australian Made, Australian Grown logo is the country's only registered country-of-origin certification trade mark across the full range of Australian products and produce.

"Every individual can make a difference, through their purchase decisions and conversations," Australian Made Campaign Chief Executive, Ian Harrison said.

"The logo exists for the benefit of the whole community. It's about helping families make informed product choices; supporting the people who make and grow genuine Aussie products; and reinvesting back into the local economy. That translates into jobs, career opportunities and better social outcomes – issues everyday Australians are passionate about."

The campaign combines outdoor advertising in cities across the country with a 'social good' campaign encouraging people to show their support for our Aussie farmers and manufacturers.

Consumers are encouraged to spread the word about buying locally made and grown goods to family and friends using the #ouraussielogo hashtag on their preferred social media platforms.

To find out more about the Australian Made, Australian Grown logo, the products that carry it, or the people behind them, visit www.ouraussielogo.com.au.

To join the conversation on social media:

www.facebook.com/australianmadeaustraliangrownlogo

www.twitter.com/australianmade

www.instagram.com/australianmadecampaign

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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

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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 the full range of 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 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