



## The Australian Made Campaign

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### MEDIA RELEASE

#### AUSSIE LOGO FORMALLY RECOGNISED IN SINGAPORE

Australia's iconic green-and-gold kangaroo, the Australian Made, Australian Grown (AMAG) logo, is now a registered certification trade mark in Singapore.

Every year for the past three years the logo has made its mark in another Asian country – it was registered in South Korea in 2013 and China in 2012. It is also a registered certification trade mark in the USA.

The not-for-profit Australian Made Campaign, which administers the logo under a formal contract with the Australian Government, says more Asian countries are to follow, in line with the growth in exports to the region.

“The Australian Made Campaign is proud to support Australian exporters, and help boost sales of genuine Aussie products and produce in Asian markets,” Australian Made Campaign Chief Executive, Ian Harrison said.

“Australia's reputation for high quality, high health and safety standards throughout our manufacturing and processing industries, and a clean, green environment in which to grow produce continue to drive demand overseas, and the logo readily connects those qualities to genuine Aussie goods.”

“The fact that these registrations can also now provide a legal framework – under local laws in those different countries – for our exporters to rely upon should their goods be copied or used without proper authority, is a win for Australian farmers and manufacturers,” Mr Harrison said.

The network of overseas businesses using the AMAG logo to boost the Asian sales of their imported Australian products and produce is also growing steadily. In Singapore it now includes some of the biggest distributors and retailers in Asia, including Benelux Flowers and Food Pte Ltd, Cold Storage and NTUC Supermarkets.

A chain of Australian Made branded stores was recently established in South Korea, and just last month it was announced that 200 Australian Made branded stores would launch in China next year.

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**ATTACHMENTS** [\(click here to download\)](#)

- Statement of Grant
- Australian Made, Australian Grown logo
- Map of registrations in export countries



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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. It is administered and promoted by Australian Made Campaign Ltd, the not-for-profit organisation founded by the State and Territory chambers of commerce and industry.

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](http://www.australianmade.com.au)