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## **MEDIA RELEASE**

### **China: Country of origin needs to be an important focus**

The Australian Made Campaign has welcomed the Government's moves to expand Australia's access to the burgeoning Chinese market.

"A China-Australia Free Trade Agreement makes real sense when you look at the scale of the Chinese market and its growth trajectory," said Ian Harrison, Chief Executive of the not-for-profit Australian Made Campaign.

"While some industries will gain more and some will always miss out in any of these types of deals, manufacturers of premium quality Australian products, and of course our food producers, should enjoy significant benefits, just as our resource industries have in recent years."

The Australian Made Campaign is encouraging current and prospective exporters to China to aggressively leverage country-of-origin branding in their marketing and sales strategies.

"Australia has a great reputation as a supplier of high quality, healthy, safe products and produce. This can often lead to a premium price in the marketplace for genuine Aussie products, and that is why country-of-origin branding is so important," Mr Harrison said.

"The Australian Made, Australian Grown logo has been helping sell Aussie products in export markets for nearly three decades, particularly Asian markets. Furthermore, it is a registered certification trade mark in China, and this gives vital protection, under Chinese law, for goods authorised to carry the symbol."

The Australian Made Campaign recently licensed 'Australia Made Shop Pty Ltd' to use the green-and-gold kangaroo as branding for a chain of stores across China that sell only genuine Aussie products, all of which must be certified to carry the Australian Made, Australian Grown (AMAG) logo.

"This initiative will provide a significant channel to the Chinese market for many Australian manufacturers and producers, building on the benefits of the China-Australia Free Trade Agreement," Mr Harrison said.

To find out more about the criteria for using the AMAG logo, visit [www.australianmade.com.au](http://www.australianmade.com.au).

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