



For immediate release
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Media release: Buying Australian still as important as ever as Australian Made logo turns 25

The Australian Made, Australian Grown logo is still as important as ever a quarter of a century after it was first introduced.

The certification trademark was launched in 1986 by then Prime Minister Bob Hawke to encourage consumers to buy Australian.

“Where Australian products constitute value for money, the campaign urges consumers to choose the Australian product over the imported item,” Mr Hawke AC said as he unveiled the green and gold stylised kangaroo symbol, designed by renowned graphic designer Ken Cato.

Ian Harrison, Chief Executive of Australian Made Campaign Limited (AMCL) says buying Australian is as important today as it was 25 years ago.

“Shoppers have seen a lot of changes since the logo was first introduced. There are more products on the shelf, more product information that they have to digest and our globalised culture means that we now have the choice to buy products from anywhere in the world, including online,” says Mr Harrison.

“Manufacturing products and growing produce locally still underpins our community. It helps create Australian jobs, skills training opportunities for young people and wealth. It needs to be a part of the purchasing decision for all Australians.”

Today, the Australian Made logo is found on over 10,000 products sold in Australia and around the world.

It is promoted and administered by Australian Made, Australian Grown Campaign, a not for profit, private sector organisation.

“For 25 years the Australian Made logo has been helping Australians promote and identify authentic Australian products,” Mr Harrison adds.

“It has become Australia’s most trusted and recognised country of origin symbol which shows you that the item has been made or grown right here, by Australians and to Australia’s high standards.”

The anniversary is being celebrated at the Australian Chamber of Commerce and Industry’s annual dinner.

Highlights:

- 2011 ‘Australian Seafood’ and ‘Australian’ logos are introduced
- 2010 Australian Made Media launched; bilingual directory of Australian made products published in China
- 2007 ‘Australian Grown’ logo launched; logo recognised as a Superbrand
- 2005 Head office relocated to Melbourne



- 2004 Campaign to actively promote logo as export brand with support from Federal Government began
- 2002 Australia Government assigned logo ownership to AMCL
- 1999 AMCL formed by Australia's chamber of commerce network
- 1996 Advance Australia Foundation, which administered and promoted the logo for the first 10 years closed
- 1986 Australian Made logo introduced

INTERVIEW OPPORTUNITY

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