

For immediate release
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AMAG LOGO PINPOINTS GENUINE AUSSIE PRODUCTS

SHOPPERS will find it much easier to find genuine Australian products and produce now that more and more businesses are utilising the most trusted and recognised country of origin symbol, the Australian Made, Australian Grown (AMAG) logo.

378 new businesses registered with the AMAG Campaign to use the famous green and gold symbol during 2009-10. A further 1267 companies renewed their licence to continue branding their products as Australian, taking the total number of registered businesses to 1645.

The not for profit organisation will continue to actively promote the logo and its key messages after recording almost \$3 million in marketing value last financial year.

AMAG Chief Executive Ian Harrison says the campaign continues to grow in size and stature for the benefit of all Australians.

“For almost 25 years the AMAG logo has been helping businesses, consumers, exports and Australia. 94% of consumers recognise it, and perhaps more importantly, 85% trust it over any other country of origin identifier such as flags, maps and pictures of animals. And it can now be found on over 10,000 great Aussie products,” Mr Harrison says.

“The past 12 months have been exceptional for AMAG. Our exciting new media platform, Australian Made Media, was launched at the home of Vegemite and the first Australian Made concept store was opened at Sydney Airport by The Purely Group. We also launched a new website which more easily allows consumers to search for genuine Australian products and find out where to buy them, enter competitions and learn about the benefits of buying local.

“It is tremendous to see more and more businesses branding their products with the AMAG logo in order to help the majority of shoppers who have a clear preference for buying locally made and grown goods.”

INTERVIEW OPPORTUNITY

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About Australian Made, Australian Grown: AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. www.australianmade.com.au