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MEDIA RELEASE

Queen Victoria Market joins Australian Made to promote Aussie goods to shoppers

Victoria's most visited attraction, Queen Victoria Market (Vic Market), has partnered with the not-for-profit Australian Made Campaign, to showcase producers making goods locally.

The initiative will profile and celebrate Australian-made products in the market's general merchandise area, shining a light on traders making and selling locally made goods, and helping visitors rediscover the variety and quality of general merchandise available.

From Thursday 24 August, Vic Market general merchandise traders making or selling certified Australian-made products will be able to display the well-recognised and trusted green-and-gold kangaroo certification trade mark at their market stall and through online marketing channels.

Head of Market Trading at Vic Market, Brendan Devine, said the new campaign would celebrate the breadth and quality of Australian-made products at Vic Market.

"Few visitors to Queen Victoria Market truly understand how many general merchandise traders work tirelessly to produce quality, Australian-made products. By partnering with Australian Made, shoppers have the opportunity to make the choice to support local enterprise."

The initiative will be rolled out in conjunction with the Australian Made Campaign to ensure all compliance requirements are met, so shoppers can be sure what they are buying is genuinely Australian.

"We are thrilled Vic Market is helping shoppers quickly and easily identify genuine Aussie products by branding stalls and sections with the Australian Made, Australian Grown logo," Australian Made Campaign Chief Executive, Ian Harrison, said.

"We look forward to helping more Australian businesses showcase their locally made and grown goods through this partnership, and encourage visitors to look for the logo next time they shop at Vic Market."

As part of the campaign, Vic Market has produced eight curated video stories to share the heart and soul of the traders who provide Australian-made products. Traders which have called Vic Market home for generations, such as Bruce Goose, Catcher Coats, Cactus Land and Jumbo Ugg are some of the brands that will be featured. **See the first of the videos here**.

--ENDS--

DOWNLOAD IMAGE HERE

The Australian Made Campaign

NOTE TO MEDIA

For Vic Market media requests or additional info, please contact littleBIG Marketing & PR.

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities.

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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 has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

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 Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.
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