



The Australian Made Campaign

8 JANUARY 2018

MEDIA RELEASE

Reminder to remember the roo in the lead-up to Australia Day

The Australian Made Campaign, the not-for-profit organisation that administers and promotes the green-and-gold kangaroo certification trade mark for Australian products and produce, is reminding shoppers to ‘remember the roo’ in the lead-up to Australia Day.

“Research shows Australians love locally made and grown products because of their quality and value for money, but time-poor shoppers may not always have country-of-origin top-of-mind,” Australian Made Campaign Chief Executive, Ian Harrison, said.

“Whether shopping for snags or flags, shoppers are reminded to look for the green-and-gold kangaroo logo, which can be found on all certified Australian products in stores and online.”

In order to carry the symbol products must meet a strict set of criteria for growing and manufacturing items onshore, to provide consumers with assurance that the item they are purchasing meets Australian quality, health and safety standards.

“The Australian Made, Australian Grown kangaroo is a quick and easy point of reference for anyone with a preference for buying authentic Australian products,” Mr Harrison said.

Mr Harrison says the logo also represents support for the local economy, and Australian values like mateship.

“The Australian Bureau of Statistics has forecasted unprecedented consumer spending this January, and local communities stand to benefit greatly if those dollars are tipped into items produced by our own farmers and manufacturers,” Mr Harrison said.

AUSTRALIA CONSUMER SPENDING



[SOURCE: TRADINECONOMICS.COM: AUSTRALIAN BUREAU OF STATISTICS](http://SOURCE:TRADINECONOMICS.COM:AUSTRALIAN BUREAU OF STATISTICS)



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“Supporting local industries will also ensure they continue to thrive for future generations,” he added.

“Our country’s pristine production regions and high quality manufacturing standards make genuine Aussie products and produce a great choice for any celebration. With so many great reasons to buy Aussie, we hope this timely reminder will encourage shoppers to ‘remember the roo’ and purchase Australian-made and Australian-grown products and produce, in the lead-up to Australia Day and beyond.”

For a complete listing of certified Australian-made and Australian-grown products visit www.australianmade.com.au.

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[LOGO AVAILABLE TO DOWNLOAD HERE](#)

NOTE TO MEDIA

Australian Made Campaign Deputy Chief Executive, Ben Lazzaro, 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 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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www.australianmade.com.au