



The Australian Made Campaign

23 NOVEMBER 2017

MEDIA RELEASE

Australian Made welcomes reports of unified, consistent branding for Australian exports

The Australian Made Campaign welcomes media reports of the Federal Government's commitment to a stronger, "unified national brand" for Australian exports, in anticipation of the release of its Foreign Policy White Paper today.

"The power of consistent branding, both here and overseas, cannot be overstated," Australian Made Campaign Chief Executive, Mr Harrison said.

Mr Harrison said the already well-established Australian Made, Australian Grown logo should be a central part of the Government's effort to support local farmers and manufacturers taking their goods abroad. It is by far Australia's most recognised and trusted country-of-origin symbol.

"The iconic green-and-gold kangaroo logo has been clearly identifying Australian goods in export markets for more than 30 years with great success, so there is a pivotal role for the symbol to play in any 'Brand Australia' strategy," Mr Harrison said.

"Australia enjoys a strong reputation internationally for its clean, green environment and high standards, so it makes sense to place a strong emphasis on promoting the Australian brand and defending the authenticity of goods supplied from this country."

The Australian Made logo is currently used by nearly three thousand businesses across more than 20,000 products sold all over the world.

Its international reach is supported by its legal registration in key export markets such as China, USA, South Korea and Singapore.

"The logo has been used in global marketplaces extensively throughout all of its 31 years, including as high level branding at many trade shows and exhibitions, to clearly and effectively highlight the Australian exhibitors," Mr Harrison said.

It is now also a central plank of the Government's new country of origin food label, which becomes mandatory for almost every Australian food product sold in Australia as of July next year, further enhancing its role as Australia's global product symbol.

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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.

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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. It does this 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.

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 2500 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