



The Australian Made Campaign

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MEDIA RELEASE

Aussie icon going viral: The kangaroo with 300,000 Facebook followers

Australia's green-and-gold kangaroo logo celebrated a special Australia Day long weekend this year, welcoming its 300,000th follower on Facebook.

The milestone will help it maintain its position amongst the top ten not-for-profits in Australia[^] on the platform, which remains the country's most popular social media network.*

The logo's Facebook following has grown by a phenomenal 1000 per cent over the past five years, and Australian Made Campaign Chief Executive, Ian Harrison, says momentum has been building along with demand for authentic Australian products.

"Shoppers are increasingly realising the high level of quality Australian producers offer and are actively seeking out locally made and grown options," Mr Harrison said.

"This has a very positive impact on the economy and local communities, and there is no doubt those benefits add value to the purchase decision."

In addition to the logo's growing Facebook following, a further 22,000 consumers follow its Instagram, Twitter, LinkedIn and YouTube accounts.

A further 33,000 consumers are members of the free 'Aussie Made Club' and receive a monthly e-newsletter. All in all the Australian Made Campaign's digital audience totals over 350,000.

Bolstering its online presence even further, the product directory at www.australianmade.com.au, which features more than 20,000 certified Australian-made and Australian-grown products, receives approximately 90,000 hits each month as well.

Mr Harrison says all of this represents fantastic opportunities for businesses registered with the Australian Made Campaign.

"This is an audience that is passionate about supporting local producers, and is therefore a highly valuable channel to market for businesses making and growing locally," Mr Harrison said.

"Not only do our digital platforms provide shoppers with the opportunity to discover great new Aussie products, but the thousands of sales leads generated each month drive traffic, brand awareness and sales for businesses registered with the Australian Made Campaign."

www.facebook.com/australianmadeaustraliangrownlogo

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[^]Online Circle Facebook Benchmarking Report 2017

*socialmedianews.com.au



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[LOGO AVAILABLE TO DOWNLOAD HERE](#)

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 more than 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 2700 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