



MEDIA RELEASE
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The added value behind 'Australian Made'

The value of buying 'Australian Made' goes well beyond the product itself. Australian Made products are not only made to some of the world's highest manufacturing and safety standards, they also have significant social, environmental and ethical benefits making them the preferred choice for many Australians.

Australian Made Chief Executive, Ben Lazzaro, explained, "In the current retail environment, which is still transitioning through the impacts of COVID-19, it should come as no surprise that products that carry 'made in Australia' branding are viewed in a positive light.

In recent times, there has been a demonstrable acknowledgement from consumers of the many benefits of buying Australian. "When you buy Aussie products, you are investing thousands of Australians at all stages of the supply chain, from the local makers and growers to wholesalers and retailers - the flow-on effects from these purchases can be significant," said Lazzaro.

"Furthermore, we are finding consumers are becoming more discerning with their purchasing choices and seeking out unique Aussie products made ethically or with minimal environmental impact—attributes inherent to many Australian-made products. The 'made in Australia' claim also makes a compelling statement about generating local jobs and economic activity."

The surge in consumer demand for Aussie products has presented a welcomed opportunity for some Aussie manufacturers to expand their markets, but it's also presented a challenge for consumers - how can they be sure the products they buy are genuine Australian?

Here, the famous Australian Made logo provides a solution for consumers and businesses. As Australia's only registered country of origin certification trademark, it is the true mark of Aussie authenticity."

For more than 30 years, the Australian Made logo has helped thousands of brands communicate their Australian credentials to consumers, businesses and all levels of government. It does this instantly and clearly, making it a powerful sales and marketing asset for authentic Aussie brands, and a helpful shopping aid for consumers around the globe.

[Recent Roy Morgan research](#) found 99% of Australians recognise the Australian Made logo, with the vast majority (92%) confident products displaying the logo are made in Australia. 97% of Australians also associate the iconic kangaroo logo with the support of local jobs and employment opportunities, 95% with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability.

"Despite the sometimes challenging and confusing messaging, it's important to remember the effect of shoppers' continued support," said Lazzaro. "Supporting Aussie manufacturers encourages and assists Aussie businesses to innovate and build on their success, as well as providing pathways to new markets. It is key to Australia's self-sufficiency and long-term prosperity.

As such, it's important to support our Aussie manufacturers that are making high-quality products, creating jobs and delivering positive knock-on effects throughout the supply chain, to ultimately help deliver a more prosperous Australia."

To find authentic Aussie products look for the iconic Australian Made green and gold kangaroo, and visit www.australianmade.com - Australia's biggest online directory of genuine Aussie products.

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[IMAGE DOWNLOAD](#)



NOTE TO MEDIA

Australian Made Campaign 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 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 4400 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 Level 4, 111 Coventry Street, Southbank, VIC 3006.

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