

For Immediate Release



MAKING EVERY DAY AUSTRALIA DAY

Melbourne, VICTORIA (22 January, 2009)- Australians are being encouraged to buy locally and look out for the famous kangaroo symbol as a reliable identifier of genuine Australian produce and products not only in the lead up to Australia Day but every day.

Every dollar spent on Australian made or grown goods benefits the Australian economy. For every one million dollars invested in the Australian manufacturing sector, 12 new full time jobs are created. The total follow-on ripple effect of the investment results in an additional \$1.26 million worth of benefit to the Australian economy.*

Buying Australian made and grown goods is a simple way to support our local companies, manufacturers, growers and processors, and this year consumers are encouraged to look for Australia's most recognised and trusted country of origin symbol, a stylised golden kangaroo in a green triangle, to easily identify these Australian made or grown products. All goods that carry the logo meet strict criteria to qualify as genuine Australian products.

"The Australian Made, Australian Grown logo clearly identifies products and produce as Australian. Consumers and buyers can be reassured that when they see this logo they are buying products and produce that are made or grown here.

"We know from our research that consumers are interested in buying Australian products and produce and we encourage consumers to continue to support our local growers and manufacturers – not just on Australia Day, but every day," says Chief Executive of the Australian Made, Australian Grown Campaign, Ian Harrison.

The AMAG symbol:

- Is recognised by 98% of Australians, trusted over any other country of origin symbol such as flags, maps, pictures of animals, etc by 86%,
- Can now be found on more than 10,000 products sold around the world,
- Only products that are registered with AMAG and meet the criteria determined in AMAG's strict Code of Practice may carry the logo.

-Ends-

AVAILABLE FOR INTERVIEW

Vibeke Stisen, Marketing Manager of the Australian Made, Australian Grown Campaign

About Australian Made, Australian Grown: AMAG is a not-for-profit organization that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG logo was conceived in 1986 and can now be found on more than 10,000 products sold here and around the world. www.australianmade.com.au

*"Impacts of New and Retained Business in the Australian Manufacturing Sector", compiled for Industry Capability Network by AEC Group, January 2007. <http://www.icntas.org.au/index.asp>