

## FOR IMMEDIATE RELEASE

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# Country of Origin Logo Achieves Success for Australian Exporters Australian Made logo rated most important selling point after quality, price

**Los Angeles, CA (3 September 2009)** – Results of research commissioned by country-of-origin logo, Australian Made, Australian Grown (AMAG) shows it has a positive impact on the export sales of products displaying the mark.

The AMAG logo appears to have contributed to this success with nearly 75% of licensees who export using the AMAG logo to help sell their goods. The research found that AMAG licensees primarily used the AMAG logo in export markets to differentiate their product and to highlight its 'Australianness'. They rated the AMAG logo as the third most important selling point after quality and price.



"The [Roy Morgan] survey findings are encouraging because they clearly show that AMAG licensees are active and successful exporters who have a good understanding of how the logo can assist in selling their products. They recognise that the logo sends a signal to consumers in markets everywhere, from Bangkok to Berlin, Canberra to Chicago, that their product is Australian," says Ian Harrison, Chief Executive of AMAG.

Despite the global economic downturn, 38% of AMAG licensees who display the green and gold logo experienced an increase in their export markets in the last 12 months, 41% remained stable with no change and only 16% experienced a decrease.

The top five export markets that AMAG licensees export to are (in order): New Zealand (40%), United States of America (31%), UK/England (25%) and China (16%), with Japan and Singapore (15%) sharing the fifth spot.

"The future is positive for AMAG licensees. Current export activity is strong and there is clear intention to increase export sales in current and new markets. If 70% of licenses carry out their intention to participate in our future export promotions, there is still much more success to be realized," says Ian Harrison.

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### About the Australian Made, Australian Grown Campaign

Australian Made, Australian Grown (AMAG) is a not-for-profit campaign promoting and administering the green and gold kangaroo logo to help consumers exercise their preference for buying Australian products. The AMAG logo has helped businesses, big and small, export Australian products and produce for the past 23 years. The logo is trusted over any other country of origin symbol such as flags, maps, pictures of animals, etc by 86%, and can now be found on more than 10,000 products sold here and around the world. Only products that are registered with AMAG and meet the strict criteria outlined in The Trade Practices Act and AMAG's Code of Practice may carry the logo. More information about the AMAG Campaign and the logo can be found at [australianmade.com.au](http://australianmade.com.au)

### Available for Interview

Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign