

G'DAY USA 2008



Event Overview

Growing from its inception in 2004 and celebrating its fifth year of success in 2008, Australia Week is now arguably the largest foreign country promotion held annually in the United States.

Australia Week as part of the G'Day USA promotion showcased all things Australian from trade and investment, food and wine, film, arts, fashion, lifestyle, to indigenous culture and tourism.

Promotion Overview

The famous green and gold kangaroo symbol featured heavily in supermarket promotions and trade events as Australia's product and produce symbol.

Promotions in Bristol Farms saw Australian wine sales increase by 272 per cent, Australian beer sales by 138 per cent and some specialty items experienced increased sales of over 700%.

Bristol Farms was so impressed with the results of last year's promotion that 40 products are now carried permanently in their stores.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.