

FACT SHEET FOR PRIMARY SCHOOL STUDENTS

Introduction

The Australian Made, Australian Grown (AMAG) Campaign is a not-for-profit organisation that manages and promotes the Australian Made, Australian Grown logo.

A product is allowed to have the AMAG logo on its label only if it is made or grown in Australia.

The logo helps shoppers in many ways. Here are three:

1. It is very well known and easily recognised by shoppers
2. It is a trademark so shoppers know they are buying a product that has genuinely been made or grown in Australia
3. It identifies products shoppers want to buy

There are many products that come from overseas, but buying products that have been made or grown in Australia is very important. Here is a list of reasons why:

1. Australia needs to continue making and growing products so it can be seen as a progressive and innovative country
2. It supports Australians by providing them with jobs
3. It boosts the Australian economy
4. Exporting Australian products helps raise the profile of Australia overseas
5. The quality of Australian products can be better than products imported from overseas
6. Australian products are made to very high safety standards
7. Australian products are made under fair workplace conditions

History

The Australian Made, Australian Grown Logo was designed in 1986 and launched by then Prime Minister Bob Hawke in Melbourne. A Code of Practice, which is a document that explains how the logo can be used, was written.



The original Australian Made logo. The triangle had sharp corners and the kangaroo looked different.

The original Australian Made logo was designed by Melbourne graphic designer Ken Cato and was made up of a gold kangaroo in a green triangle (very similar to what it is today).

In 2007, the Australian Made Campaign was approached by the Federal Government to manage a new food labelling scheme, to be called Australian Grown, with the Australian Made logo as its centrepiece. The Code of Practice was rewritten to include new criteria to cover fresh and packaged fruit, vegetables and meat. The logo and the campaign were re-named Australian Made, Australian Grown.

Changes were made to the design of the logo. The corners of the triangle were rounded and some slight changes to the shape of the kangaroo were made.

The renamed Australian Made, Australian Grown Campaign was officially launched by the Minister for Agriculture, Fisheries and Forestry, the Hon. Peter McGauran MP, on 1 June 2007.



The AMAG logo

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Minister for Agriculture, Fisheries and Forestry, the Hon. Peter McGauran MP, with AMAG Chief Executive Ian Harrison officially launching "Australian Grown," on 1 June 2007.

Interesting facts about the AMAG logo and the Campaign

- The logo appears on over 10,000 products, ranging from fresh strawberries to industrial machinery
- The logo appears on products that are exported to more than 30 countries around the world
- 94% of Australians recognise the AMAG logo
- 85% of Australians trust the logo over other country of origin symbols such as flags, maps, pictures of animals and the words 'made in Australia'
- 65% of Australians buy Australian made 'whenever possible' or 'often'
- 89% of Australians believe it to be 'very important' or 'important' that the fresh food they buy is Australian. Similarly, 82% of Australians believe it to be 'very important' or 'important' that the packaged food they buy is Australian
- 43% of Australians specifically look for the AMAG logo to check if a product is Australian
- 80% of Australians prefer to buy Australian food and beverages; 60% prefer to buy Australian furniture and bedding; 58% of Australian females prefer to buy Australian health, beauty, pharmaceutical and personal products
- The logo was named a Superbrand in 2008
- The AMAG Campaign is a not-for-profit organisation funded mostly by fees paid by businesses to use the logo. This is called a license.
- The logo is a certification trade mark (CTM). Other well-known CTMs are the Woolmark and the National Heart Foundation's 'tick' symbol.
- The logo celebrated its 20th birthday in 2006 with an official function at Parliament House, Canberra. Then Prime Minister John Howard was the keynote speaker and the cake was green and gold

Conclusion

The logo is over twenty years old and has truly become an Australian icon. It continues to be adopted by businesses and is well regarded by Australians. In recent years record numbers of businesses have joined the campaign and numbers continue to grow. The AMAG website is extremely popular and has a search function where you can look for Australian products, the companies that make them and where to buy them.

Tasks

1. What is the Australian Made Australian Grown Campaign and what does it do?
2. List three reasons why shoppers find the logo useful
3. Why were the logo and campaign renamed in 2007?
4. Why do you think it is important to buy products that have been made or grown in Australia?
5. Look for three products on the AMAG website. For each item find out what company makes it and where it can be bought

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Craft Activity

This Australian Made Australian Grown Logo needs brightening up!

Colour it in using the traditional colours of green and gold or use your own colour scheme and explain why you chose to use different colours.



Want to know more?

If you would like to find out more information about the Australian Made Australian Grown Campaign you can:

Phone: 1800 350 520 or (03) 9686 1500

Email: ausmade@australianmade.com.au

Visit us or write to: Suite 105, 161 Park Street
South Melbourne, Victoria, 3205