

G'DAY UK 2009

Event Overview

Following on from the successful G'Day USA initiative, this week-long initiative took place from 24 – 30 June 2009, to encourage British companies and consumers alike to take another look at Australia as a great place to invest in, work, holiday, do business with and generally get to know.

Promotion Overview

AMAG was a support sponsor of the promotion which entitled it to have its logo displayed at the CEO Forum, G'Day UK website and 26 Booths stores in the north of England for their wine and beer promotion, and food media releases.



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.