



PRIME MINISTER

EMBARGOED UNTIL DELIVERY

CHECK AGAINST DELIVERY

AUSTRALIAN MADE PHASE II LAUNCH
GREENSBOROUGH - 7 APRIL 1986

Last June, when I announced the Australian Made Campaign I was confident it would be a success.

I was confident that Australians were waiting for a campaign like this and were prepared to do their bit for the country by choosing Australian made products where they represented value for money.

But I am pleased to say that my high hopes for the campaign have been well and truly exceeded.

Because the message conveyed by the 'True Blue' advertisements is really getting through to the Australian buying public.

And the green and gold 'Australian Made' logo is being attached to more and more products, showing that they are genuine, true blue, Australian made goods.

Since the campaign began, more than 800 manufacturers have signed up for the right to display that green and gold logo. In using the logo, those manufacturers are telling you, the customers, that their product is the genuine Aussie article.

It's even more encouraging that a number of manufacturers have boosted their local content so that they can qualify for the logo.

And it's not just manufacturers, but shoppers themselves, who have seen the benefits of supporting Australian made products.

They're not just saying "Yes, I know about the True Blue advertisement - but I'm not going to do anything about it". The fact is more and more Australians are now buying Australian made products - and in doing this they are playing a central role in helping Australia meet the economic challenge it faces.

The collapse in many of our export prices means that the world has cut Australia's income to the tune of \$1500 per Australian family. Australian workers and families and businesses have to practise restraint and work together if we are to build a better Australia for ourselves and our kids.

By choosing products bearing the official green and gold logo, you are helping your country - by reducing our dependence on imports and by boosting Australian companies, Australian jobs, Australian products.

If, in a single year, shoppers were to switch \$200 of their purchases per family member from imported to Australian Made products, we would cut about \$2.5 billion off Australia's import bill. And that would be a very significant step indeed on the way to building prosperity for the future.

The success of the Australian Made campaign so far has spurred the Government on to a second phase, and that's what I'm here to launch today at Greensborough Shopping Centre.

During this second phase we'll be aiming to boost the quality of a broader range of Australian made products. We'll also be encouraging more manufacturers to use the green and gold logo. We'll be helping retailers mount Australian Made promotions like the one displayed here at Greensborough this week. And, of course, we will be running True Blue advertisements on TV and in regional newspapers.

What we are seeking to do is to have more products on the shelves of our shops and supermarkets bearing the green and gold logo, so that more Australian made products will be bought by shoppers, and so that the quantity of imported goods we need will fall.

I want to congratulate the Advance Australia Foundation for its great work in organising the campaign. I want to congratulate Australian manufacturers and retailers for getting Aussie products on the shelves.

But most of all I want to congratulate you, the Australian shopper, for choosing Australian made products where they represent value for money.

You are helping your fellow Australians by keeping them secure in their jobs, you are helping your country trade its way out of its difficulties, and you are helping your children by building a stronger economy.

You have every right to be proud of yourselves, and I thank you.
