



PRIME MINISTER

FOR MEDIA

7 APRIL 1987

Today I launched Phase Two of the Australian Made campaign at the Greensborough Shopping Centre in Melbourne.

The Australian Made campaign - launched last August as part of a national drive to increase consumer awareness and preference for locally made products - has shown that Australians want to buy local products and that local manufacturers are capable of producing goods which are competitive in price and quality with imports.

The campaign has succeeded in changing entrenched attitudes towards imports, with 67 per cent of Australians now buying local products most of the time.

As a measure of the success of the first phase of the campaign, more than 800 manufacturers have signed up with the Advance Australia Foundation to use the Australian Made logo.

Australian Made Phase Two is being supported by a national print media advertising campaign designed to point to the benefits of using the Australian Made logo and its acceptance by consumers.

In response to consumer demand for products to be clearly identified as Australian Made, a direct mail campaign to 10,000 manufacturers is being conducted.

Retailers are also showing their support for the Australian Made campaign with major promotions similar to Greensborough being held around Australia on a regular basis.

Administration of the campaign will continue to be through the Advance Australia Foundation which will control issue of the logo and protection against misuse of it.