



eftpos media release

3 October 2018

eftpos is first card payments platform to adopt Australian Made logo

SYDNEY, New South Wales — [3 October 2018](#) – eftpos today announced it had become the first card payments platform to adopt the Australian Made logo, demonstrating the company’s ongoing commitment to Australian consumers, merchants and the local industry.

Australian Made CEO, Mr Ben Lazzaro, said eftpos is one of the the best-known and most innovative technologies to carry the famous green and gold kangaroo Australian Made logo.

He said the combination of two authentic Aussie icons makes a strong statement to the marketplace.

“eftpos is a household name and it’s wonderful to think that when consumers are next at the checkout buying Aussie products, they can be doing so via the eftpos system – another fantastic Aussie innovation,” Mr Lazzaro said. “The organisation should be commended for its commitment to local payments development and providing Australians with best-in-class systems and solutions.”

eftpos Managing Director, Mr Stephen Benton, said eftpos wanted to celebrate its Australian roots and ownership, hence its decision to join Australian Made.

“Our Australian-ness is very important to us, to our members, merchants and consumers,” Mr Benton said. “eftpos is a payment functionality that has operated in Australia for 34 years and being Australian strongly influences the way we operate our daily business - it’s who we are and what we do.”

Launched in 1984 as one of the world’s first electronic payment platforms, and recently upgraded through infrastructure and product development, the eftpos system enables Australians to take control by spending their own money.

Mr Benton stressed that the eftpos points of difference included security, reliability, cash out and transactions being processed in real-time, which means consumers always know what their bank balance really is.

“We pay our taxes in Australia and all our transactions are processed here, not offshore. Our rock-solid platform, with built-in system redundancy, provides stability and security. There hasn’t been a single eftpos network outage since the current platform launched in 2014,” Mr Benton said. “We are now developing ways to help customers keep control of their money whilst having access to state-of-the-art functionality, like instantly paying their friends over mobile phones, or paying for public transport using their eftpos card or mobile.”

About eftpos

eftpos is Australia’s own debit card network, accounting for 2 billion CHQ and SAV transactions in 2017 worth more than \$130 billion. For more information on eftpos, please visit: www.eftposaustralia.com.au

About the Australian Made Logo

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce. The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. Australian Made Campaign Limited is located at Level 4, 111 Coventry St, Southbank, VIC 3006.

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