



THE MARKET

Australians have a lot to be proud of. The products manufactured here are well renowned for their innovation and quality. Likewise, locally grown produce has an outstanding reputation for its healthy, high standards and great taste. The Australian Made, Australian Grown (AMAG) logo helps consumers and businesses easily find these items – something it's been doing for more than 25 years.

ACHIEVEMENTS

Research consistently shows the Australian Made logo is the most trusted and recognised country-of-origin symbol for Australia.

In August 2012, Roy Morgan Research found more than 95% of consumers recognised the green and gold stylised kangaroo and, perhaps more importantly, 87% trusted it over any other country-of-origin identifier, such as flags, maps and pictures of animals.

The Australian Made campaign continues to grow in size and stature, with the logo now used by more than 1700 businesses on over 10,000 products sold in Australia and export markets around the world.

Major retailers, service organisations and associations support the vital role Australia's manufacturers and growers play in the marketplace by aligning themselves with the campaign. These include ALDI, AUNEW Group, Aurora Community Channel, Australian Furniture Association South West, Bev Marks Beds Australia, BlueScope Steel, Coles, EKM Patent & Legal, Forty Winks, Harvey Norman (Furniture and Bedding), Horticulture Australia, Qantas, Roy Morgan Research, Seafood Services Australia, SINI Australia, The Purely Group and Woolworths.

Similarly, leading local councils and shires continue to encourage economic development through use of the AMAG logo and support of the Australian Made campaign. Current Campaign Supporters include Ballarat, Casey, Darebin, Horsham, Hume, Mitchell, Moreland and Whittlesea.

HISTORY

The AMAG logo celebrated its 25th anniversary in 2011, but the origins of the campaign can be traced back over 100 years.



The merits of buying Australian made have been advocated in Federal Parliament since Federation, and chambers of manufacturers have been championing the cause in publications and press advertisements since the 1930s.

In 1961 a national campaign called Operation Boomerang was launched by the Associated Chambers of Manufacturers of Australia to strengthen the profile of local manufacturing and



encourage people to buy locally - made goods. Its logo, a red boomerang on a blue background with the Southern Cross can still be seen today.

In 1986 the Australian Government commissioned the introduction of the Australian Made logo. It was designed by Melbourne graphic designer, Ken Cato, and officially launched by then Prime Minister, Bob Hawke. It was to be administered by the Advance Australia Foundation for the next 10 years.

The logo reverted back to the Australian

Government when the Foundation went into voluntary liquidation in 1996.

In the late 1990s the Australian chamber of commerce network established the not-for-profit Australian Made Campaign Limited (AMCL), along with a new code of practice for the logo, and in 1999 it was officially relaunched by then Prime Minister, John Howard.

In 2002 ownership of the Australian Made logo was transferred to AMCL. A Deed of Assignment and Management Deed ensure the Government's ongoing connection to the logo remains strong.

The logo was renamed the 'Australian Made, Australian Grown' logo in 2007 when the Federal Government decided to use it as the centrepiece of its new food labelling initiative, 'Australian Grown'. Ken Cato was commissioned to give the logo a more contemporary look and feel and the rules governing the logo's use were extended to include fresh and packaged produce.

THE PRODUCT

The AMAG logo is a registered certification trademark and can only be used on products that are registered with AMCL. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian'.

To use the logo goods must meet the criteria set out in the Australian Consumer Law as well as the more stringent Australian Made, Australian Grown Code of Practice.

Registration is simple and affordable, with

annual licence fees starting at 1/10th of 1% for sales of registered products, with a minimum fee of \$300 (+ gst) for businesses with sales of registered products totalling up to \$300K. The fee is capped at \$25K (+ gst) for businesses with an annual turnover of \$45M or more. Applications can be lodged online at www.australianmade.com.au.



Once licensed, businesses are encouraged to use the logo boldly on registered products and affiliated marketing and advertising materials. They also receive a free listing in Australian Made's online directory and 'Buy Australian' application for iPhones and iPads.

RECENT DEVELOPMENTS

Australian Made continues to invest in new and innovative ways to help consumers identify and exercise their preference for buying Australian made and grown products. More tailored and localised versions of the AMAG logo are now available. The rules for using the logo were recently revised to include 'Australian Seafood' and 'Australian', (the latter only available for use on products sold outside Australia) and manufacturers and growers are now able to differentiate



Treasurer Wayne Swan cuts the ribbon at the first Australian Made airport shop in Sydney L-R: Australian Made Chief Executive, Ian Harrison, Federal Treasurer, Wayne Swan, former Director of The Purely Group, John Hanrahan, Australian Made Chairman David Gray.

themselves by state or municipality using a 'sub-descriptor'. For example, the logo descriptor may now read: 'Australian Made in Victoria' or 'Australian Made in Shepparton'.

Australian Made Media - the fee-for-service

marketing and media arm of the campaign introduced in 2010 - now also provides greater depth to the support the AMAG logo offers to licensees in selling their products.

Australian Made also rebuilt the Australian Made website in 2012, to provide a fully functional online marketplace for products registered to carry the AMAG logo. This will greatly assist Australian Made licensees in the increasingly important digital space.

PROMOTION

Australian Made ensures the logo stays top-of-mind with a highly effective marketing and communications strategy that uses TV, radio, print, online, outdoor and cinema advertising.

Australian Made actively pursues PR opportunities in the media and is regularly sought for expert opinion on topics including local manufacturing, consumer behaviour and labelling issues.

The Australian Made Club is free to join and gives consumers access to new product releases, as well as special offers and competitions for prizes and vouchers, all promoting great Australian made and grown products.

The 'Buy Australian' app is available for download and lets consumers with an iPhone or iPad search thousands of products registered with Australian Made - from fresh fruit to furniture and everything in between.

Australian Made also engages with Australian businesses and consumers on Twitter, Facebook,



An SPC Ardmona Shepparton cannery worker features in an Australian Made television advertisement about the impact of buying cheap imports on local jobs.

YouTube and LinkedIn. Here conversations are initiated around industry news, competitions and events, as well as companies and products registered with Australian Made.

School resources for teachers and students are available, including feature lesson ideas and activity sheets suitable for a range of age levels and subject areas.

Australian Made products can be found in dedicated Australian Made stores in international airports across Australia, including Cairns, Melbourne, Perth and Sydney.

Australian Made's export promotional activities have seen the AMAG logo and the products carrying it promoted in key export markets - from China to Dubai and the USA - through a range of international activities and events such as trade shows, retail promotions and general sponsorships using the AMAG logo as branding.

An extensive range of Australian products was recently featured in the retail section of the Australian Pavilion at World Expo 2012 in Yeosu, Korea. The AMAG logo featured as the dominant branding, with almost all of the products on show carrying the green-and-gold certification



The AMAG logo features as the dominant branding in the Australian Pavilion at the 2012 World Expo in Yeosu, Korea.

trademark, and the pavilion was certified as the most commercially successful at the Expo by the Organising Committee in Korea.

These activities are supported by the collective marketing effort of over 1700 businesses, including licensees, Campaign Partners, Campaign Supporters, Campaign Associates and Retail Supporters - many of which use the logo prominently on their products and in their advertising and communication materials, making the Australian Made campaign a truly collective effort.

BRAND VALUES

The Australian Made, Australian Grown logo is Australia's global product symbol and maintaining the logo's high level of trust is of paramount importance to Australian Made. The logo's integrity is absolutely critical and all complaints received about logo misuse are investigated thoroughly. A random selection of licensees is also audited each year as part of Australian Made's annual compliance auditing program.

THINGS YOU DIDN'T KNOW ABOUT AUSTRALIAN MADE AUSTRALIAN GROWN

- The not-for-profit Australian Made is funded almost entirely by licence fees paid by businesses registered to use the logo.
- The famous green-and-gold logo celebrated its 25th birthday in 2011.
- The logo is the only registered certification trademark (CTM) for Australian country of origin claims.
- The logo is not only registered in Australia, but also in the USA and China, with registration in the Republic of Korea pending.
- The logo is used by more than 1700 businesses on more than 10,000 products sold around the world.