



## THE MARKET

Tariff reductions and Free Trade Agreements, the rise of China as a manufacturing giant, and the power of the Internet to provide access to global markets, have all had an enormous impact on Australian industry. Our manufacturers now have to work harder and smarter to stay ahead.

Research conducted for the Australian Made, Australian Grown Campaign has consistently shown that Australian consumers prefer to buy Australian products. In addition, research carried out overseas indicates that much of the world has an appetite for things Australian.

The Campaign's key objectives are to assist consumers to exercise their preference for buying Australian, and to give Australian producers and manufacturers a competitive edge by clearly and consistently branding products with an instantly recognisable and trusted symbol of Australia.

## ACHIEVEMENTS

The latest Roy Morgan research shows that the logo is recognised by 98% of Australians and is the most trusted identifier for Australian goods. Even with the restructuring of the manufacturing sector, the campaign continues to grow with more than 400 new licensees in 2006/07.

The campaign's support for Australian furniture manufacturers was recognised when major retailers Harvey Norman Furniture and Bedding, Forty Winks and Bev Marks Australia came on board as campaign partners.

The strength of the campaign was acknowledged in 2007 when the Department of Agriculture, Fisheries and Forestry agreed to use the Campaign as the delivery vehicle and the logo as the centrepiece of its new food labelling initiative, 'Australian Grown'.

## HISTORY

The origins of the Australian Made, Australian Grown Campaign date back to shortly after Federation when the merits of buying Australian made were advocated in Federal Parliament. In the 1930s, various chambers of



manufacturers championed the cause of buying Australian in publications and press advertisements.

A national campaign known as Operation Boomerang was launched in 1961 by the Associated Chambers of Manufacturers of Australia. The aim of Operation Boomerang was to raise the profile of Australian manufacturing and encourage people to buy locally made goods. The logo for the campaign – a red boomerang on a blue background with the Southern Cross – can still be seen on some of our older buildings and shop signage today.

In 1986, a new logo was developed. Commissioned by the Australian Government, the green and gold Australian Made logo was designed by Melbourne graphic designer Ken Cato and featured a stylised kangaroo within a triangle. The Australian Made Campaign was launched by then Prime Minister Bob Hawke in Melbourne.

The scheme was administered by the Advance Australia Foundation and attracted a significant number of users who paid a licence fee for the right to use the logo on their products. However, in 1996, the Foundation went into voluntary liquidation, and the logo reverted to the Australian Government. Existing licensees were given permission to continue using the logo until new arrangements were put into place.

During 1997 and 1998, the Australian Chamber of Commerce and Industry (ACCI) took the lead in re-launching the logo, with an industry consultation process which led to the development of a new Code of Practice and administrative structure. On 1 July 1999 the Australian Made Campaign resumed with a new company - Australian Made Campaign Limited (AMCL) – as the approved certifier of users of the Australian Made logo. PM John Howard officially launched the new campaign in September of that year.

The Code of Practice set out criteria for goods which were consistent with the country of origin provisions of the Trade Practices Act 1974 as amended in 1998. In order to be eligible to carry the logo, goods had to be “substantially transformed” in Australia, and 50% or more of the cost of producing or manufacturing the goods had to be attributable to production or manufacturing processes that occurred in Australia.

In May 2007 the rules governing the use of the logo were varied to allow its use with fresh and packaged produce, and Australian Grown was born.



## THE PRODUCT

The Australian Made, Australian Grown logo is available to any person or organisation whose products meet the compliance criteria in the Code of Practice. Potential licensees must complete an application form, listing those products, and pay an annual licence fee. Licence fees are based on turnover and range from \$275 to \$22,000.

Licensees are granted the right to use the logo on products and promotional material. The 'Directory' section of the Australian Made, Australian Grown website lists all licensees and products. Licensees can create their own web pages with information about their company and products.

Every licensee receives a free listing in the annual publication, “Consumer Guide to Buying Australian”, which is distributed free to consumers through supermarkets and other outlets.



## RECENT DEVELOPMENTS

In 2004, the Federal Government, through the Department of Industry, Tourism and Resources, provided a grant of up to \$2 million over three years to enhance the logo's effectiveness as an export marketing tool. With matching funding from AMCL, this created a \$4 million dollar, 3-year program of research and promotion in selected export markets. Los Angeles and Bangkok were subsequently chosen because of the free trade agreements between Australia and their respective countries. The Campaign had a significant presence at Australia Week in LA in 2006 and 2007, with major promotions of Australian food and beverages.

By early 2007, the Campaign had over 1200 licensees using the logo on some 10,000 products. Research had consistently shown the logo to be the most recognised and trusted country of origin symbol in Australia, enjoying a 98% recognition level amongst Australian consumers.

In March 2007, AMCL entered into an agreement with the Department of Agriculture, Fisheries and Forestry (DAFF) to administer a new food labelling scheme, to be called "Australian Grown", with the existing logo as its centrepiece. The Code of Practice and rules were rewritten to extend the existing scheme with new criteria to cover fresh produce and other products which have not been substantially transformed. The logo, and the scheme, were renamed "Australian Made, Australian Grown". DAFF agreed to underwrite the launch of Australian Grown through to the end of 2007/08.

Changes to the Code of Practice and rules were approved by the ACCC in May 2007 after an extensive consultation process with interested parties.

Also at this time, minor changes were approved to the shape of the logo, rounding the corners of the triangle and slightly changing the shape of the kangaroo.

The renamed "Australian Made, Australian Grown" Campaign was officially launched by the Minister for Agriculture, Fisheries and Forestry, the Hon. Peter McGauran MP, on 1 June 2007.

## PROMOTION

Early advertising for the Campaign appealed to consumers' patriotism with slogans such as "Buy your kids a job" and "Buy a better Australia".

An ongoing theme of campaign advertisements was the use of John Williamson's famous song "True Blue". In the early 1980s ad-man John Singleton knew the song was tailor made for a campaign he was working on, and asked Williamson



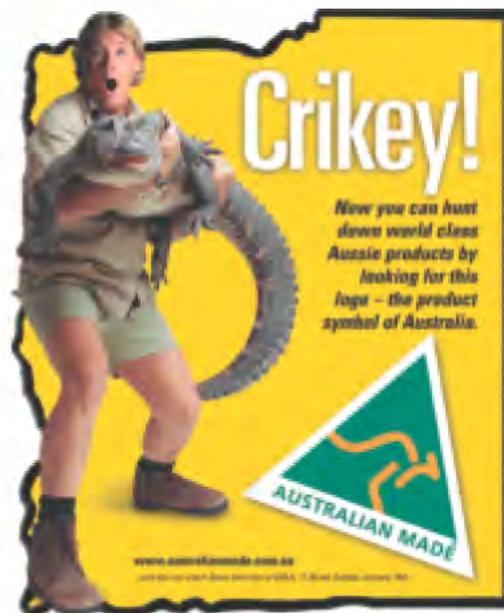
if he could use True Blue to tell a story about buying Australian. Shortly thereafter, True Blue was playing as the Prime Minister, Bob Hawke, launched the Australian Made Campaign. Two decades on, True Blue is not only synonymous with the Campaign but has become one of John Williamson's best-loved and biggest selling recordings. The ads paid tribute to Australian workers in Australian factories and the people that support them by buying Australian made.

Commencing in 2004, a decision was made to reposition the logo as a brand, rather than as a philosophy. The message was that buying Australian Made was good for you, the consumer, as well as for the kids, the country and the future.

This repositioning was reinforced in the export promotion project, which featured a new slogan – "Australian made, global quality" – and stressed key attributes of Australian goods – innovation, quality and 'clean and green'. The media ads focused on promoting Australia's success as an exporter of products across the globe.

The crocodile hunter, Steve Irwin, generously donated his time and image to raise awareness of the logo in both Los Angeles and

Bangkok. The partnership was cut short by his tragic death in 2006.



The 'Australian Grown' campaign launched in 2007 featured new television and radio advertising as well as a roadshow promoting Australian produce.

## BRAND VALUES

With the launch of the Australian Grown program, the Campaign is one step closer to its goal of positioning the logo as the official product symbol of Australia.

The Australian Made, Australian Grown Campaign is committed to encouraging and assisting consumers all around the world to exercise their preference for buying quality Australian products.

Protecting the integrity of the scheme in the eyes of consumers and business is a priority, and is pursued through rigorous compliance auditing and complaints investigation.

## THINGS YOU DIDN'T KNOW ABOUT AUSTRALIAN MADE AUSTRALIAN GROWN

- The logo is used on around 10,000 products, ranging from fresh strawberries to industrial machinery.
- In a recent Roy Morgan survey, 98% of Australians surveyed recognised the logo.
- The logo celebrated its 20th birthday in 2006 with an official function at Parliament House, Canberra with PM John Howard as keynote speaker. The cake was green and gold!
- The Australian Made, Australian Grown Campaign is funded almost entirely by licence fees paid by businesses (other than the Australian Government support for the launch of Australian Grown).
- The logo appears on products exported to some 30 countries around the world.
- The logo is a certification trade mark (CTM). Other well-known CTM's are the Woolmark, SAI Global's StandardsMark and the National Heart Foundation's "tick" symbol.
- The logo is also registered as a trade mark in the USA.