

## What's it about?

When you and your family go shopping, do you ever think about where the product that you are buying comes from? Did you know that more and more people in Australia like to know that the products they are purchasing are either made in Australia or grown in Australia? There are many reasons for this.

- ▲ Most people prefer to buy things that have been made or grown in Australia, because they want to be sure that the things they buy are safe, fresh and made to Australian standards. Many also believe that it is good to support local businesses because it supports jobs – when you buy things that have been grown by Australian farmers, you are helping them keep their jobs, just as you help factory workers keep their jobs when you buy the things they make.
- ▲ It is also becoming more and more important for people to know that the food and products they buy have as little impact on the environment as possible. Food and products that are produced and then sold locally use far less energy to reach their destination than imported products.
- ▲ There is an organisation called 'Australian Made, Australian Grown' campaign (*AMAG for short*). Its job is to let as many people as possible know that Australia has huge amounts of fresh fruit, vegetables and meat products grown and produced right here in our country, and that many other fabulous products including clothes, toys and furniture are also made in Australia.
- ▲ AMAG encourages people to choose and buy Australian made products and Australian grown produce every time they go to the supermarket or to a shop.
- ▲ People living and working overseas can also hear how great our Australian made and grown products are and be encouraged to buy them. Millions of dollars worth of Australian goods are sent overseas every month to shoppers who cannot wait to buy Australian products.



- ▲ To help customers know whether a product is genuinely made or grown in Australia there is a logo (*or label*), which you have probably seen, that is allowed to be attached to, or displayed beside, appropriate products.
- ▲ The Australian Made, Australian Grown logo is a trademark and can only be used if the company's products have been approved by the Australian Made, Australian Grown Campaign. This is so people can trust that when they see the logo, the product or produce is really Australian.
- ▲ The logo can be used with different descriptors or words. The descriptors are underneath the logo and give you details about the product. The two most common descriptors are 'Australian Made', which is used on products that are made in Australia, and 'Australian Grown' which can only be used on produce that has been grown in Australia.



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### How did the idea of an Australian Made, Australian Grown logo come about?

- ▲ In the 1930s, various groups of manufacturers got together and decided that it was a good idea to let people know about Australian made products. They did this through a series of advertisements in the media.
- ▲ In 1961, a national campaign, known as 'Operation Boomerang', was launched by the Associated Chambers of Manufacturers of Australia. The boomerang logo was used by Australian manufacturing companies to show people that the goods were made in Australia and encourage them to buy locally made goods.
- ▲ In 1986, it was time for a new logo. A Melbourne graphic designer, named Ken Cato, designed a green and gold Australian Made logo which featured a stylised Kangaroo inside a sharp cornered triangle (*very similar to the way it looks today*).
- ▲ Unfortunately, in 1996 the Advanced Australia Foundation, which promoted the logo, was unable to continue this job. Fortunately, the Australian Government took over the logo. All the businesses that were already using the logo were allowed to continue until a new company could be found to promote the logo.
- ▲ On 1 July 1999, the Australian Made Campaign was re-launched with a new company called Australian Made Campaign Limited (AMCL). Fantastic! It was allowed to give companies permission to use the Australian Made logo once they had met various criteria.
- ▲ In 2007, new rules were written so that fresh produce grown in Australia could use the logo, along with goods manufactured in Australia. The logo and the campaign were renamed Australian Made, Australian Grown. Some small changes were made to the design of the logo; the corners of the triangle were rounded and some slight changes were made to the shape of the kangaroo.
- ▲ Happy birthday AMAG logo! This truly Australian icon will celebrate its 25th birthday in 2011, and can be found on more than 10,000 products that are sold in Australia and around the world. Isn't that amazing?



*The boomerang logo.*



*The old Australian Made logo.*



## What's it about?

### About the Australian Made, Australian Grown logos



#### Australian Made

When you see the 'Australian Made' logo (*tag or label*), this is what it officially means:

- ▲ The product has been substantially transformed (*produced or manufactured*) in Australia.
- ▲ At least 50 per cent of the cost of production has been spent in Australia.



#### Australian Grown

When you see the 'Australian Grown' logo (*tag or label*), this is what it officially means:

- ▲ Each significant ingredient has been grown in Australia.
- ▲ All, or virtually all, of the production processes involved have occurred in Australia.
- ▲ When the logo is used with the words 'Australian Grown' plus the name of an ingredient, e.g. 'Australian Grown Potatoes', it means that:
  - 100% of the named ingredients (*e.g. the potatoes*) were grown in Australia, and
  - at least 90% of the raw materials of the entire product were grown here.



#### Product of Australia

When you see the 'Product of Australia' logo (*tag or label*), this is what it officially means:

- ▲ All the product's significant ingredients come from Australia.
- ▲ All, or nearly all, of the manufacturing or processing is also carried out in Australia.
- ▲ The logo (*tag or label*) cannot be used by companies that are Australian owned, but manufacture their goods or grow their produce overseas.

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### How many companies use the 'Australian Made, Australian Grown' logos on their products?

- ▲ We want to buy Australian! Australian shoppers have made it very clear that they really want to know where the products they are buying are made and grown. This has recently been demonstrated by a record 46% increase in the number of businesses signing up to use the logo.
- ▲ Amazingly, there are now more than 10,000 products which carry the AMAG logo.
- ▲ More than 1,700 businesses now use the logo on products that are sold here and around the world.
- ▲ Companies cannot use the Australian Made, Australian Grown logos free of charge. Their products must meet specified criteria and be approved by AMAG. Once approved, companies have the right to use the AMAG logo on their products for a cost of \$1 for every \$1,000 of income they make from selling the product.
- ▲ Have you ever seen the 'Woolmark' logo? What about the National Heart Foundation's 'tick' symbol? These are two examples of readily recognised logos that let shoppers know the product is made from Australian wool or approved by the Heart Foundation.



## What's it about?

### Fast Facts



Keeping manufacturing in Australia means that jobs, trade skills, inventions, specialised equipment, technological know-how and all the associated services (such as marketing, accounting, legal, regulatory etc.), which support manufacturing companies stay in Australia. This is important for future generations of workers.



Did you know that the AMAG logo appears on over 10,000 products, ranging from fresh strawberries to industrial machinery?



The logo appears on products that are exported to countries around the world.



65% of Australians buy Australian made 'whenever possible' or 'often'. How often do you buy Australian?



94% of Australians say that they know the logo.



89% of Australians believe it to be 'very important' or 'important' that the fresh food they buy is Australian.



Similarly, 82% of Australians believe it to be 'very important' or 'important' that the packaged food they buy is Australian.

Did you know that there is a long list of fantastic products that were invented in Australia by Australians? Many of these products continue to be produced in Australia today and are exported all around the world.