



AUSTRALIAN MADE AUSTRALIAN GROWN

LICENSEES EAGER TO EXPORT: SURVEY

A recent survey of Australian Made, Australian Grown (AMAG) licensees show that users of the logo are both keen to export and use the logo in markets around the world.

The survey, conducted over the phone as part of AMAG's export promotion included more than 750 businesses and the findings will help AMAG in finalising key markets for the export project and the types of promotions to be undertaken in each of those markets.

"The survey has given us a great insight into what our licensees export and to which markets they export. It has also given us useful information about the types of promotions licensees believe will help them the most," says Chief Executive Ian Harrison.

Key findings in the survey include:

- ❖ 50 per cent of logo users export;
- ❖ another 11 per cent intend to start exporting within the next 12 months;
- ❖ the biggest export markets for licensees are New Zealand, the US, the UK and China;

- ❖ the logo is used by licensees in export markets whenever possible;
- ❖ the most commonly exported goods are: 'electronics', 'health products', 'textiles', 'clothing, footwear or leather', and 'processed food and beverages';
- ❖ licensees believe the most important aspect of their goods is quality;
- ❖ licensees are particularly interested in export promotions such as pavilions at international trade fairs (19%) and would like AMAG to work more closely with industry bodies and groups such as Austrade (14%);
- ❖ These licensees are also interested in accessing more merchandise such as flags and participating in in-store promotions (for information about borrowing banners and more, please see article on page 4).

The findings show that licensees are more active in export markets than non-logo users and that there is a strong belief among licensees that the logo and the 'Australianness' of their products add real competitive advantages.

"The results of the survey are encouraging because they show that users of the logo are dynamic businesses with good understanding of how the Australian brand can help sell their goods. The next step is now of course to further assist these businesses to increase export sales," says Ian Harrison.

AMAG is working closely with Campaign Partner Austrade on several international promotions and recently appointed Ms Ranjit Singh as a Manager of the Export Project. Ranjit Singh joins the Campaign on secondment from Austrade.

More information about planned promotions and how to participate will be emailed to licensees as soon as these become available and will be published in coming newsletters.

To learn more, please contact the AMAG office on 1800 350 520.



Research shows that our exporting licensees have a strong interest in export promotions such as the Australian Made, Australian Grown branded pavilion at the NRA show in the US in May, 2008.

WINNER OF EXPORT SURVEY

The Campaign would like to thank all those who participated in the recent survey. All participants entered a draw for an Australian made gift hamper from licensee Breda's Delightful Baskets. The winner of the hamper was Queensland-based Mr Turbo Australia. Congratulations!

CAMPAIGN SUBMITS RECOMMENDATIONS FOR OFFICIAL PRODUCT SYMBOL

The need for an official product symbol that Australia's exporters can use in international markets to more readily establish that their products/produce is Australian was the central theme of a submission made recently by AMAG to the federal Government's review of Australia's trade policies and programs.

The submission argues that having a symbol which is officially recognised by Government will enable a public sector to actively promote it and work in partnership with the private sector to build its strength globally.

The overall objective is simple – to help Australian exporters benefit from our strong nation brand and general good standing in world markets.

The review is chaired by Mr David Mortimer AO, Chairman of Leighton Holdings and Australia Post, and assisted by Dr John Edwards, Chief Economist of HSBC Australia.

The submission's recommendations are that:

- 1. the Australian Government endorse and promote an official country of origin trade mark that can be used by businesses in the traded goods (and services) sector to more easily identify their Australian products and produce as 'Australian' in global markets,*
- 2. the Australian Made, Australian Grown logo, with the single word 'Australian' under the triangle, be endorsed by Government as Australia's country of origin trade mark, and*
- 3. the licence fees, if any, payable by businesses to access this symbol be an allowable expense for the purposes of the Export Market Development Grants scheme.*



CAMPAIGN SET TO ACHIEVE \$2.5M WORTH OF ADVERTISING

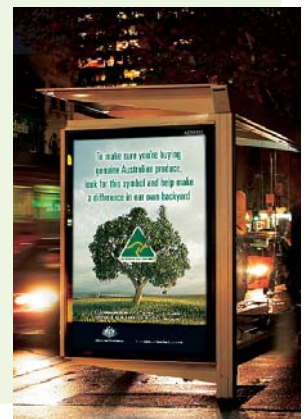
Consumers want to buy Australian, but sometimes they need a reminder about all the good reasons for buying goods that are made locally. Australian Made, Australian Grown continues to promote buying Australian and encourage consumers to look for the green and gold logo as the most trustworthy and simply way to find truly Australian goods.

A wide range of media channels are used to reach consumers and businesses, and this financial year we are set to reach a new milestone by achieving \$2.6 million worth of advertising on TV, radio, bill boards, outdoor posters, cinema and print media during the 2007/08 financial year.

"The coverage for this year includes TV advertising worth more than \$1 million and substantial coverage in other media such as radio, cinema and outdoor. Consumer feedback on our advertising has been fantastic and shows that consumers not only see our advertisements, but that our messages resonate well with them," says Vibeke Stisen, Marketing Manager of the Campaign.

The strong coverage of AMAG's message through advertising and PR is of course reinforced by in-store promotions by Campaign Partners and retailing licensees such as Coles, ALDI, Woolworths, Harvey Norman, Bev Marks, Forty Winks and The Purely Group, who all use the logo prominently in their advertising.

"The logo is getting tremendous coverage and support at the moment and that gives all licensees an opportunity to really leverage from the strength of the brand and promote their 'Australianness' by using the logo boldly and aggressively," says Vibeke Stisen.



NEW RETAIL SUPPORTER CATEGORY

The introduction of a new Retail Supporter category allows smaller retailers to promote their support of Australian goods on door decals and in advertising.

The green and gold logo can be found on close to 10,000 products sold around the world, and licensees are increasingly using the logo aggressively and boldly to promote their goods as Australian. Large retailers such as Coles, Woolworths, ALDI, Bev Marks, Harvey Norman (furniture and bedding), The Purely Group and Forty Winks play an important role in furthering the understanding and promotion of the logo and Australian goods through in-store promotions and advertising.

A new initiative launched by the Campaign now takes the retail promotion further by enabling smaller businesses to join as Retail Supporters and display their support for Australia's growers, processors and manufacturers.

To be an AMAG Retail Supporter, the business must meet a number of criteria including:

- ❖ 70 per cent or more of stock must be Australian made or grown

- ❖ turnover of less than \$5 million (businesses with a higher turnover can apply to become Campaign Partners)
- ❖ businesses must not use the logo in association with goods that are not registered with the Campaign (that is, businesses can make corporate statements about being a 'Retail Partner of the Australian Made, Australian Grown Campaign', but can not place logos on un-registered goods)
- ❖ businesses must agree to encourage suppliers to become logo users.

Five businesses, all online, have already joined. They are: A Taste of the Region (www.atasteoftheregion.com.au), Australian Online (www.australianaonline.com.au), Boomerang Books (www.boomerangbooks.com), Bubba Stuff (www.bubbastuff.com.au) and FT8 (www.ft8.com.au).

To learn more about joining the Campaign as a Retail Supporter, Campaign Supporter or a Campaign Partner, please call 1800 350 520.



The Australian Manufacturers' Gallery at Furnitex 2007

AUSTRALIAN MADE TO SPONSOR FURNITEX

The Australian Made, Australian Grown Campaign is again this year a sponsor of Furnitex and its Australian Manufacturers' Gallery. Furnitex is Australia's premier furniture and furnishings trade fair and is this year welcoming more than 600 key industry manufacturers, wholesalers, distributors and suppliers as exhibitors.

Furnitex will be held at the Melbourne Exhibition Centre from July 17 to 20 and show organisers are expecting more than 17,000 trade visitors over the four days. Australian furniture manufacturers exhibiting will again be highlighted to visitors through the large Australian Manufacturers Gallery, which showcases one piece of Australian made furniture from each of these exhibitors. The area will be clearly marked with the green and gold logo and the Campaign will have a small desk in the area.

The Campaign encourages all licensees exhibiting at Furnitex to contact the Campaign office to borrow flags, banners and other merchandise for their individual stands. To book a banner or flag, please call 1800 350 520.

NEW CAMPAIGN PARTNERS JOIN

During the past month two new Campaign Partners have joined the Campaign:



Crocmedia is a full service public relations and strategic communications agency. Its comprehensive services include public relations and strategic media communications, media training, media content production, media sales, Crocmedia News (news agency) and celebrity network. Crocmedia has offices in offices in Los Angeles, New York, Chicago, Singapore and Melbourne, and manages the AMAG's PR activities in the US.



Sixty five years ago, Roy Morgan Research discovered that its own competitive edge is a unique ability to help other organisations discover theirs. As a wholly Australian owned, full-service market research company operating worldwide, the company has developed an unparalleled reputation for accurate, insightful, high quality information. Roy Morgan Research has conducted a number of surveys for the Campaign and will conduct a series of surveys relating to the Campaign's export activities over the coming years.



**To be sure it's Australian,
look for this symbol**

Australia's most trusted and
recognised country of origin symbol.



www.australianmade.com.au

One of the new Australian Made banners

NEW BANNERS FREE FOR LICENSEES TO BORROW

Want to actively promote the fact that your goods are Australian at trade shows and exhibitions? Why not borrow a banner or flag from the Campaign office for free?

Licensees have access to a range of banners and flags from the Campaign office, free of charge, for use at trade shows, events or exhibitions. Only cost to licensees is the cost of sending the material back to the Campaign office.

Many licensees have taken advantage of this opportunity and now a new range of flags and banners for both Australian Grown and Australian Made (including for indoor and outdoor use) have been added to the merchandise stable.

Pull-up banners measure approx. 1x2 metres, while flags range in size from approx 1x1 metres to 4x6 metres.

To book a banner or flag for your next event, please call 1800 350 520.

EXPANDED RANGE OF MERCHANDISE NOW AVAILABLE



A new range of merchandise is now available from AMAG's preferred printer, Longbeach Printing.

Small and medium sized stickers with the 'Australian Made and Owned' and 'Australian Grown' descriptors can now be ordered using the updated order form available via www.australianmade.com.au/merchandise.

New bottle neck 'collar' labels for wine, olive oil and other bottled goods are currently being developed and will be available soon.

Longbeach can also handle special orders. For more information, please call Mike Wilks on (03) 9775 0210.

AMAG IS ON THE MOVE

AMAG is growing and rapidly running out of office space. So from July 15, you can find us in our new offices on the following address and phone numbers:

New Address: Suite 105, 161 Park Street
SOUTH MELBOURNE VIC 3205

Phone: (03) 9686 1500 or

Freecall: 1800 350 520

Fax: (03) 9686 1600

Our email addresses remain unchanged.

For the next few days you can still find us at:



Australian Made Campaign Limited
486 Albert Street
East Melbourne, Victoria 3002

Tel: (03) 8662 5390

Freecall: 1800 350 520

Fax: (03) 8662 5398

www.australianmade.com.au
www.australiangrown.com.au

A POWERFUL MARKETING TOOL

The Australian Made, Australian Grown logo is the most recognised and trusted product symbol of Australia. By using the logo on your products you will join a rapidly growing number of industry leaders and innovators who use the logo on products sold here in Australia and globally.

The Campaign promoting the logo is not-for-profit and is a collective effort to promote Australian products and produce.

An application form can be downloaded from our website www.australianmade.com.au/join or can be faxed or emailed to you by calling the Australian Made, Australian Grown Campaign office on 1800 350 520.