

The Australian Made Campaign Newsletter

Australian Made welcomes Senate Committee findings on food labelling Bill

The Australian Made Campaign recently welcomed the Senate Committee for Rural and Regional Affairs for its recommendations to Government on food labelling laws, following an inquiry into amendments to the laws in a Bill drafted by the Greens party in 2012.

"If implemented, these recommendations will make it easier for consumers to identify genuine Aussie products and build greater confidence back into Australia's food labelling system," Australian Made Campaign Chief Executive Ian Harrison said.

The Committee's recommendations:

1. The Bill as drafted should not be passed
2. The Government should consider developing a more effective

country of origin (CoOL) framework (including a more effective definition of 'substantially transformed'), which better balances the interests of consumers, primary producers and manufacturers

3. The Government should consider creating a 'negative list' for processes that do not satisfy the 'substantial transformation' test
4. The Government should develop a public education campaign for new CoOL guidelines.

Australian Made supports all four recommendations.

"It is encouraging that our voice has been heard and our suggestions have been taken onboard," Mr Harrison said.

At the hearing for the inquiry in February this year Australian Made rejected the proposed Bill as providing an acceptable alternative to the system in place, called for the definition of 'substantial



transformation' to be restricted, and encouraged the use of a 'negative list' for processes that do not satisfy the 'substantial transformation' test (putting Australian Consumer Law on par with the rules for using the Australian Made, Australian Grown [AMAG] logo).

"Our hope is that the Government will act on these recommendations swiftly, to make it more difficult for products with high imported content and minimal local processing to pass themselves off as Australian," Mr Harrison said.

"In the meantime, consumers should look for the green-and-gold AMAG logo when they shop to be sure they are buying genuine Aussie products and produce."

Seoul Food exhibition: Australian Made Pavilion

Seoul Food 2013, an international food industry exhibition, will be held in South Korea from 14-17 May 2013. This year marks the 30th Anniversary of the annual event, which features businesses and buyers from all over the world.

Seoul Food is a great opportunity for manufacturers of Australian Made food and health products to expand into export markets.

The event will feature an 'Australian Made' pavilion of 36sqm, featuring

only Australian Made products, and coordinated and managed by Australian Made Campaign Partner SINI Australia. The pavilion will display a wide range of products, including wine, confectionery, grains, nuts and nut products, seasonings, breakfast products, health foods and supplements.

Australian Made licensees that wish to have their products displayed at the event should contact Grace Yun from SINI Australia on 02 9643 5422, or email gm@lvs.net.au for more information.



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Growing the AMAG logo network

The Australian Made Campaign is every bit a collective effort. You can play an important role in boosting awareness of the logo around the country and around the world.

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

However, the Australian Made Campaign is every bit a collective effort, and these activities are supported by the marketing effort of the 1750 businesses onboard the campaign, including licensees, Campaign Partners, Campaign Supporters, Campaign Associates and Retail Supporters. The exponential



power of this collective effort cannot be understated.

You can play an important role in boosting awareness of the logo around the country and around the world. By promoting the logo prominently on your products and in your advertising and communication materials, you too are building the profile of the Australian Made, Australian Grown logo.

Other ways you promote the campaign include:

- Talking to friends and family about the campaign, in your personal life and online on social media

platforms, to encourage greater consumer awareness

- Talking to your business colleagues and supply chain partners about the value of the campaign and the benefits of joining
- Joining the Australian Made club, and forwarding opportunities to win great Aussie products and produce to friends, family and colleagues.

For more ideas on how you can participate in the promotion of the Australian Made Campaign, call **1800 350 520**, or email info@australianmade.com.au.

AMAG logo flags & banners for hire

Australian Made has produced a range of banners and flags which are now available for hire. Our valued Licensees, Campaign Supporters and Campaign Partners now have the opportunity to hire these banners and flags for events, promotions and other business activities.

The hiring of banners and flags is free, however any postage and handling costs incurred are the responsibility of the hirer. Credit card details will be recorded for bond purposes, prior to the dispatch of banners, however will not be charged unless hirers fault on the return and/ or care of the hired product.

Note: The hiring of banners is subject to availability.

To place an order to hire one or more banners email info@australianmade.com.au or call **1800 350 520**.

Small business: 'too big to ignore'

In April the Australian Chamber of Commerce and Industry (ACCI) and its network of State and Territory chambers launched a campaign aimed at giving small and medium-sized businesses a voice in the run up to the September federal election.



'Small business: Too big to ignore' is the new rallying point for Australia's 2 million small businesses - which collectively employ 7 million Australians. www.toobigtoignore.org.au and the associated social media platforms will act as the forum for small business issues.

Many of the businesses licensed to use the Australian Made, Australian Grown logo are small businesses, and the Australian Made campaign supports any initiative that helps raise the profile of the issues those businesses face, so that they can be addressed and overcome.

To find out more and participate in the conversation, visit www.toobigtoignore.org.au

Compliance issues: Upholstered furniture



Australian Made recently became aware that some licensees may be using the Australian Made logo on upholstered furniture where the covers have been cut and/or sewn overseas.

There is some question as to whether such products satisfy the requirements for use of the logo with an 'Australian Made' claim and whether such products can be described as 'Made in Australia' under the Australian Consumer Law legislation. Australian Made's position is that the guidelines issued by the ACCC in the booklet: Furnishing industry: country of origin guidelines to the Trade Practices Act (2007) offer the best guidance currently available on this question.

Manufacturing processes - upholstered furniture (lounges)

(1) Frames

...can be manufactured in-house or sourced externally. Note: manufacture of a frame does not constitute substantial transformation on its own.

(2) Cutting

- Cut fabric to pattern
- Cut lining.

(3) Sewing

- Sew covers, adding trims, piping and reinforcing as required
- Ditto for cushions.

(4) Upholstery

- Prepare frame
 - Fit springing and suspension (including sofa or recliner mechanisms)
 - Fit interlinings, hessian, etc.
 - Fit foam and/or other filling
- Cover frame, including linings
- Fit loose cushions, slip covers and other fittings if applicable

d. Label

e. Fit protective fittings and cover (plastic).

Steps (2) to (4)c are considered to be the principal elements of substantial transformation for this category.

When steps (2), (3) and (4)a-(4)c above have been carried out in Australia, a company may confidently claim that the product has been 'made in Australia'. (Please bear in mind that all products claiming to be Australian Made/Made in Australia must also meet the minimum 50% local cost of production test.)

Any licensee who has registered products with Australian Made which do not meet the current guidelines (for example, where the covers are cut and/or sewn overseas) should advise us immediately by emailing lisa.crowe@australianmade.com.au

Fantastic new website for promoting your Aussie products online



Did you know Australian Made offers online advertising and promotional opportunities exclusively to licensees at affordable prices?

- Banners
- Competitions
- Feature product tiles

Whether you are enhancing your brand's existing digital reach, or looking for an affordable and effective entry point, Australian Made's digital and online assets can help your online marketing effort get noticed and help drive more customers to your business.

To request a brochure email info@australianmade.com.au or call **1800 350 520**.

Help needed: Evidence of AMAG logo use in the U.S.A. market

Australian Made needs your help to maintain our trade mark registration in the USA. We need proof of use of the logo on products which are sold in that country.

Please email your company name with a brief description of the types of products and where they are sold to admin@australianmade.com.au.

If you can, please send pictures of your products clearly showing the logo on product.

We appreciate your support.



Tell the world about your Aussie products

The Australian Made website is already reaching an average of 20,000 people each month. These visitors come to the Australian Made website looking for genuine Aussie products. They could be looking for your products.

The challenge for you is to make sure you are giving them all the information you can. That is why

every business using the AMAG logo has its own page on the Australian Made website. Your page is dedicated to your business and the products that you sell. Don't waste this opportunity – take full advantage of this chance to tell the world about your Aussie products.

Log in and update your profile via www.australianmade.com.au. If you need help, call us on 1800 350 520 or email info@australianmade.com.au

Skippy's Aussie Fruit

Skippy's Aussie Fruit is an Australian Fruit growing, processing and distributing company.

Based in the hunter Valley, NSW, Skippy's Aussie Fruit is a dynamic business that has gradually expanded to produce a wide range of fruits.

Though Skippy's Aussie Fruit specialises in citrus fruits, we now also grow, process and package a wide range of apple varieties. Our complete ranges includes oranges, limes, lemons, grapefruit and apples.

Established in 1962, Skippy's Aussie Fruit is a family owned and operated business. Proudly Australian, we are committed to bringing the freshest, highest quality fruit to the Australian public.

*example only

ACCC releases free online education program for small businesses

The ACCC has released a free online education program for small businesses to help them learn about their rights and obligations under Australian competition and consumer laws.

It includes 10 modules covering topics such as pricing, advertising, consumer rights, selling safe products, unlawful competition and scams. Each module should take about 15-20 minutes to complete. Users can work through the entire set of modules, or select only those topics most relevant to their business operations.

The free online education program for small business is available at www.ccaeducationprograms.org



Contact us on 1800 350 520 or email info@australianmade.com.au