

Australian Made | Australian Grown Newsletter

The new Australian Made website is coming!

In conjunction with our digital partners, we are making great progress on the redevelopment of the Australian Made website.

With its online showroom and greatly enhanced functionality to help you sell your registered products, it is on schedule for a pre-December launch.

This means we are nearly ready for you to provide us with information about your business and products.

The type of content that we will need from you to help your listing stand out will include business details, links to online stores and special offers, links to social media, product images and videos, brochures, guides and other marketing collateral in PDF format.

When the redeveloped web infrastructure is in place, we'll provide you with instructions on how to upload your online content.

The screenshot shows the Australian Made website interface. At the top, there's a navigation bar with links for Consumer Home, Competitions, Why Australian Made?, Logo, News, Recipes, Videos, and Australian Made Club. Below this is a main banner area with a 'Put us out of a job?' poll featuring 'YES' and 'NO' buttons. A 'Featured Australian Products' section displays items like Zoom Coffee, Sunstop SPF30+ sunscreen, Koalabi Ugg Boots, Calmagen Footkalm, and Printed Gingerbread. On the right, there's a search bar and a 'Join Now' button for the Australian Made Club. At the bottom, there's a call to action: 'Now working with the Industry Capability Network to maximise Australian content in major projects' with a link to find out more.

Don't forget, there will also be opportunities to access online advertising space on the website (at a cost), so make sure you have your digital banners (MREC and leader boards) ready.

If you need help preparing any of

the digital assets mentioned above, please feel free to contact us on **1800 350 520**.

In the meantime, we'll be sure to keep you up to date with our progress. Watch this space!

New research reveals what consumers want when it comes to Australian Made

New research from Roy Morgan, commissioned by the Australian Made Campaign, has revealed what consumers want when it comes to Australian-made and grown products.

The results were encouraging – they showed that consumers continue to recognise and trust the logo and that buying Australian made

and grown still matters.

The Roy Morgan report revealed that it is the Australian Made, Australian Grown (AMAG) logo that gives the vast majority (88%) of Australian consumers strong confidence that a product is Australian.

With recognition of the logo at an all-time high of 98%, the AMAG logo is by far the country-of-origin identifier Australian consumers know and trust best.

To view the Roy Morgan research summary visit:

www.australianmade.com.au/research

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Australian Made welcomes breakthrough for Aussie exports in China

In a major breakthrough for Australian exporters, the Australian Made, Australian Grown (AMAG) logo has now been formally trademarked in China.

This means that for the first time ever, Australian exporters have a symbol which can be used on their Australian-made or grown exports into China, that both establishes their products as genuinely Australian, and is legally protected under Chinese law.

The AMAG logo's formal registration in China as a country-of-origin symbol for Australia now provides an essential legal framework, which exporters can rely upon in the event that the logo (or product carrying it) is copied or used without proper authority.

Australian Made commenced the registration process four years ago with the active and financial support of the Australian Government.

"The Government welcomes China's legal recognition of the Australian Made, Australian Grown symbol and the benefits our exporters will enjoy from additional confidence in the Australian brand," Federal Trade Minister Dr Craig Emerson said.

The work was carried out by Australian Made Campaign Partner, EKM Patent and Legal.

The registration covers seven classes of goods (classes 5, 20 and 29-33). This includes a wide range of products including pharmaceuticals, furniture, food and beverages. An application for an eighth class of goods (class 25, which includes footwear and clothing) is still pending.



Further information regarding classes of goods can be found at <http://xeno.ipaustralia.gov.au/tmgoods.htm>

Australia Fresh re-launches in iconic green and gold

Horticulture Australia's 'Australia Fresh' export program has relaunched, incorporating the iconic green-and-gold Australian Grown logo, offering the horticultural industry a powerful marketing tool both within and outside Australia.

The logo is central to the branding used overseas at export market development activities such as international trade shows.

Horticulture has historically been domestic-centric, but production in Australia is on the rise and the Australia Fresh program aims support industries



and producers in their efforts to expand their markets overseas.

Horticulture Australia launched the new Australia Fresh logo and program this month in Hong Kong at Asia Fruit Logistica, the biggest fruit and vegetable show in Asia.

"The Australian Grown logo is a great marketing tool at international shows like Asia Fruit Logistica," Australia Fresh Program Director Agnes Barnard, said.

"Many of our buyers know and equate Australia with quality produce.

"Our clean, green image and high food safety standards are a given, but to assure our buyers that the produce we promote is actually grown in Australia, we use the Australian Grown logo. The colours are very Australian and the kangaroo is an Australian icon – it sells."

Australia Fresh will be exhibiting at the China World FVF Fruit and Vegetable Trade Fair and FruVeg Expo in November.

If you are interested in participating, visit www.australiafresh.com.au



Australian Made logo wins the hearts of Koreans

Consumer demand for Australian Made products is strong overseas, particularly in Asia, where they were front and centre at the Korean World Expo 2012 in Yeosu from May-August this year.

Federal Trade Minister, Craig Emerson, and Australian Made Chief Executive, Ian Harrison, both attended the event, which attracted a total of approximately two million visitors over the course of the three-month exhibition.

An extensive range of Australian products was featured in the retail section of the Australian pavilion. The Australian Made, Australian Grown (AMAG) logo featured as the dominant branding, with almost all of the products on show carrying the green-and-gold certification trademark.

The logo is widely recognised in Asia as identifying products that are genuinely 'Aussie'.

Asian consumers trust that if a product bears the AMAG logo, it has been made and packaged here to our

high standards of health, quality and safety.

Australian Made Campaign Partner, SINI Australia, worked closely with Australian Pavilion Services, the contractor engaged by the Federal Government to manage the retail section of the Australian pavilion, as part of its broader strategy to promote Australian products in Korea.

At the conclusion of the Expo, The Australian Pavilion was officially recognised as the most commercially successful pavilion by the Organising Committee in Korea. This was a tremendous achievement.

SINI Australia's broader strategy is to introduce a chain of 'Australian Made' shops in the region, selling only products which carry the AMAG logo.

There are already two such outlets in Seoul, with many more planned.

This presents an opportunity for manufacturers of Australian products to gain a presence in Korea, where market-driven endorsement of the AMAG logo offers a unique advantage for products carrying the Australian symbol.

If you are interested in having your product considered for inclusion in the 'Australian Made' shops in Korea, contact Ranjit Singh on ranjit.singh@australianmade.com.au

Lower GST-free threshold for imports would be a win for Australia

The Australian Made Campaign has hailed the call for changes to the GST-free threshold for goods bought online from overseas vendors as a win for commonsense, good governance and fairness.

"A tax system which actively discriminates against Australian retailers and manufacturers is indefensible," Australian Made Chief Executive, Ian Harrison, said.

The recommended changes come

from a Government taskforce set up last year to look at the issue of low value parcel processing. The taskforce report, released in September, suggests 'simplified GST assessment arrangements' for imports worth less than \$1000.

"With the rapid rise in online retailing, we urgently need to deal with this inequity in our current tax system, whereby imported goods of less than \$1000 value are GST exempt.

"Fairness in the application of the GST system is a non-negotiable for good governance," Mr Harrison said.

"The argument that it may cost more to collect the GST than the revenue generated has been dispelled by the report - but if that proves not to be the case, then the Government should simply raise the GST rate on these imports - they cannot remain GST-free.

"The government is responsible for creating the best possible framework within which business can operate in this country. As it stands, every day we hear of more business closures and job losses - we don't need our GST system to be adding directly to that problem."

'Australian Made'? Making sure your products measure up

This article relates specifically to the 'Australian Made' claim, and does not cover products using 'Product of Australia' or other claims.

Maybe you've been an Australian Made licensee for years, using the Australian Made, Australian Grown (AMAG) logo on your products. How can you be sure your products still meet the criteria?

There have been some big changes over the last few years, both to the law in Australia and to the rules governing the use of the AMAG logo. Most licensees using the 'Australian Made' claim on their products will not be affected, but for those that will, you need to be aware of the changes.

The law

In 2011 the *Trade Practices Act* was replaced by the *Competition and Consumer Act*. Incorporated in this law is the Australian Consumer Law (ACL). The ACL is a single, national law concerning consumer protection and fair trading, which applies in the same way nationally and in each State and Territory.

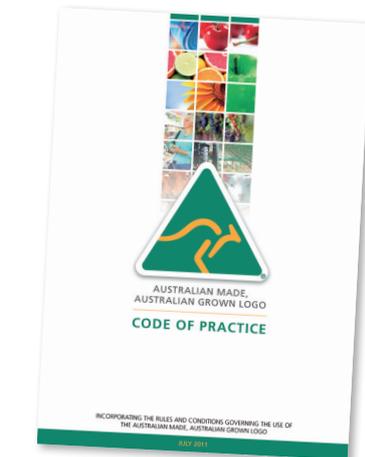
The ACL sets out the rules for country of origin claims such as 'Made in Australia' and 'Product of Australia'. For the first time, it also defines terms such as 'Australian Grown'.

The rules for a claim that your product is 'Made in Australia' (or 'Australian Made' or 'Manufactured in Australia') are the same as those set out in the old Trade Practices Act. That is, you can safely make that claim if:

- a) the product has been substantially transformed in Australia; and
- b) 50% or more of the total cost of producing or manufacturing the goods is attributable to production or manufacturing processes that occurred in Australia.

Goods are substantially transformed in a country if they undergo a fundamental change in that country in form, appearance or nature such that the goods existing after the change are new and different goods from those existing before the change.

Costs which can be included as locally incurred costs include the cost of



materials or components (including packaging) of Australian origin, and labour and overhead costs related to the manufacturing process in Australia.

The logo

The rules for using the logo are set out in the AMAG Logo Code of Practice. Australian Made Campaign uses the same criteria as those in the Australian Consumer Law set out above, except that our interpretation of 'substantial transformation' for food products is now much stricter than the Government's.

What this means is that you can no longer use the logo with 'Australian Made' on food products processed here using the following processes:

- freezing, canning or simple preserving processes associated with packaging
- simple mixing or blending of food ingredients, where the resulting product is not substantially different to the separate ingredients – e.g. herb teas, spice mixes
- juicing – extraction of juice from fruit
- homogenisation
- seasoning or marinating
- coating – as in crumbing prawns or battering fish fillets
- curing – the treatment of meat with curing salts, as in ham or bacon
- roasting or toasting – e.g. of coffee beans, nuts or seeds.

So, if you are currently using the logo on any of the following products:

- ham or bacon made from imported pork
- crumbed or battered seafood using imported seafood
- roasted coffee beans or ground coffee where the beans are imported (or a mix of local and imported)
- teas made from blends of imported herbs and/or spices (or a mix of local and imported)
- mixed fruit juices made from imported juice and/or concentrate (or a mix of local and imported)
- mixed vegetables made from imported vegetables (or a mix of local and imported)
- roasted nuts made from imported nuts (or a mix of local and imported)

your product will no longer be eligible to carry the logo.

Your responsibilities as a licensee

If there have been changes to the way your products are made, or if the source of your ingredients or components has changed, or if you think you may be affected by the changes discussed above, you need to advise Australian Made as soon as possible.

Getting help!

If you have any questions about whether your products can still carry the logo, call us on **1800 350 520** and speak to our Compliance Manager, Lisa Crowe, or email Lisa at admin@australianmade.com.au

Welcome to our new Licensees

We'd like to wrap up this newsletter with a warm welcome to our newest licensees. This quarter has seen 80 new licensees join the Australian Made Campaign. Welcome aboard! We look forward to working with you over the coming months and years.

- The Australian Made team