

The Australian Made Campaign Newsletter

Campaign success

The Australian Made Summer of Tennis campaign was a huge success.

Throughout the Summer the campaign saw significant exposure through national television, radio, print and online advertising. You might have noticed some of the advertisements playing throughout the Apia International, AAMI Classic and Australian Open coverage! Each of the advertisements featured key messages promoting the Australian Made, Australian Grown logo and encouraging consumers to buy local. You can watch the advertisements on YouTube.

The advertising campaign was supplemented with PR activities, and we secured free national TV, print and online coverage throughout the campaign as well.

Campaign highlights included:

- **The Australian Made Foundation Cup** – Melbourne, 6-10 January
The only national tennis tournament for junior players from rural and regional Australia
- **Breakfast with the Stars** – Sydney, 7 January & Melbourne, 14 January
Official Tennis Australia events which promote the achievements



of women in tennis, held ahead of the Apia International and Australian Open

- **Australia Day Kid's Tennis Clinic with Alicia Molik** – Melbourne, 26 January

A free event from 9.00am-11.00am at the East Melbourne Tennis Centre, open to kids of all ages, aimed at encouraging families to stay active and buy local.

These events provided our team with excellent opportunities to promote the logo, the products that carry it and

the important message about buying local to thousands of Australians.

The campaign also brought in unprecedented web traffic, with more browsers than ever before visiting the Australian Made website and searching for licensee products.

Furthermore, the number of Aussie Made Club membership grew by 30%, providing a direct line of communication for licensees to thousands more Aussie shoppers interested in local products and produce.

UPDATE

Important changes to the Code of Practice

We recently wrote to all licensees regarding our application to the the Australian Competition and Consumer Commission (ACCC) for changes to the Logo Code of Practice. These changes relate mainly to the statutory declaration requirement and the way licence fees are assessed. We would like to inform you that the application is progressing, and we have received

positive feedback from the ACCC, the Department of Industry and the community. We expect these changes to come into effect on July 1, 2014, when the changes to our licence fees are due to be implemented.

Please contact us on 1800 350 520 or info@australianmade.com.au if you have any questions.

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Greater emphasis on promotion of CoO and improved procurement procedures

In the wake of impending manufacturing losses in SA, VIC and NSW, Australian Made recently sought Government support for local manufacturers, via submissions to the Minister for Industry and the Inquiry into Commonwealth Procurement Procedures.

The submissions focussed on greater emphasis on the promotion of country-of-origin branding, and improved procurement procedures.

Australian businesses should have access to an agreed symbol which they can use to clearly brand their products as Australian that is promoted consistently and widely in global markets by our public and private sectors. Australian Made is encouraging the federal Government to strategically re-engage with the AustralianMade, AustralianGrown logo, Australia's only registered country-of-origin certification trade mark, and encourage its use and

promotion by Government departments. Furthermore, Government procurement is an important source of demand in the domestic marketplace and wherever possible decisions about Government expenditure should be seen as an investment by the community in the future capacity and competitiveness of industry in Australia.

For more information on these submissions, email info@australianmade.com.au or call 1800 350 520.

New resources for teachers and students

In response to research* revealing primary school children have a poor understanding of where their food and manufactured products come from, the Australian Made Campaign, in association with Kids Media, has developed and launched an exciting range of new resources for teachers and students.

The resources aim to teach kids about how goods get from paddock to plate and factory to family; and the importance and benefits of buying locally made and grown products.

Primary schools nationwide received information about the resources by post, which are also available at www.australianmade.com.au/resources/school-kits, and include:

- Animated e-book
- Animated activity sheets
- Interactive activity sheets
- Lesson ideas
- Fact sheets about the iconic green-and-gold Australian Made, Australian Grown logo, Australia's only registered certification trade mark for genuine Aussie products and produce

- A profile on 'Max Mann, the Australian Made fan', who takes the kids through all of the above

"The Australian Made Campaign is all about ensuring a better future for Australians, particularly for young Australians and generations to come. We are proud to provide these resources for teachers and students, and hope they help to instil a better understanding of, and appreciation

for, Australia's great products and produce," Australian Made Chief Executive, Ian Harrison said.

"We believe it's important that children grow up with an awareness of the effort that goes into farming produce and manufacturing products, and the impact buying local can have on their community.

"Australian Made and Australian Grown products are manufactured and farmed in our clean, green environment to our high quality, health and safety standards; and every purchase has a ripple effect on jobs, industry and the environment."

**Primary Industries Education Foundation, March 2012*



ICN Gateway enhanced

Industry Capability Network (ICN) has recently finalised the deployment of a range of enhancements to the ICN Gateway - an online connection point for buyers and suppliers looking to build partnerships.

The ICN Gateway enables suppliers to search major projects and register their company's interest in just a few easy steps.

In addition to a fresh new look, recently added functionality includes the ability to create detailed pre-qualification questionnaires for project expressions of interest, as well as a multi-step tutorial 'wizard' to guide new suppliers through the creation of a company profile. ICN has also made it easier for new suppliers to register for ICN projects with an update to the way work packages are displayed during the 'expression of interest' process.

Companies will now find it easier to manage company profiles and expressions of interest. Importantly, the changes will not affect any company information held by ICN.

For those manufacturers of Australian-made products not already registered on the ICN Gateway, make sure you register as soon as possible. If you have already registered, make sure your profile is up-to-date. Once registered, you will receive automated email updates detailing upcoming project opportunities and news. It can be one of the most effective ways to keep informed and generate new business.

The Australian Made Campaign is continuing to work strategically to link manufacturers with the major projects through ICN. It is doing this as part of the Federal Government's Buy Australian at Home and Abroad (BAHA) initiative.

Visit www.gateway.icn.org.au to create or update your profile.



New appointment to the Australian Made Campaign Board of Directors

Queensland sugarcane grower, Alf Cristaudo, was elected to the Australian Made Campaign Board of Directors at the organisation's AGM in November.

Mr Cristaudo is the former Chairman of Canegrowers Australia and recently completed his term as Director of the National Farmers Federation. He is currently a Director of Austsafe Superannuation and Ravensdown Fertiliser Australia.

Nominated for the position by the National Farmers Federation, the Australian Made Campaign Board of Directors selected Mr Cristaudo based on his long history of active grower, industry and community representation.

He has played a vital role in advancing Australia's sugarcane industry, holding senior positions within peak industry bodies and advisory committees throughout his career.

"We are delighted that Alf has agreed to join the Board," Australian Made Campaign Chairman, David Gray, said.

"Mr Cristaudo's appointment will help strengthen the ties between the Australian Made, Australian Grown logo and the agricultural sector, and his insights into the Queensland business community will be greatly valued."

Australian Made grows digital audience

The Australian Made digital following continues to grow exponentially. In January visitation to the Australian Made website skyrocketed to 59,000.

This growth was matched by significant gains in our social media following, reaching over 46,000, while membership to the Australian Made Club peaked at nearly 15,000.

That means more consumers and businesses are seeking genuine Aussie products online, as well as information about them. As a result, we have made a few changes to the Australian

Made website to help consumers find and engage with your products quickly and easily:

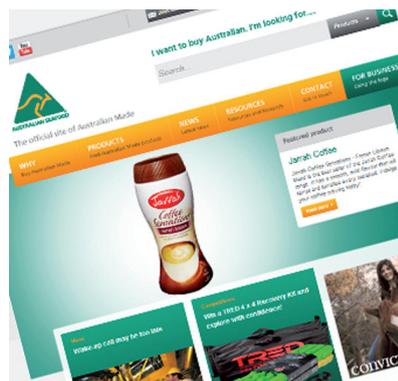
Look your best

Search results pages will now display products with an image and description ahead of those without these elements. Products without an image or description will be de-prioritised in the search result page rankings, so make sure your online profile is up to date. Call **1800 350 520**, or email info@australianmade.com.au if you need access to your login details.

Get found first

Australian Made licensees now have the opportunity to take advantage of 'priority search listing' functionality. This means your product could be displayed first on the relevant search results pages of the Australian Made website—a powerful marketing/selling tool given that over a quarter of those visiting the Australian Made website execute a search.

To find out more, visit www.australianmade.com.au, or call **1800 350 520**, or email info@australianmade.com.au.



Australian Made welcomes Anti-Dumping Commission findings

The Australian Made Campaign has welcomed the finding by the Anti-Dumping Commission that more than half of all imported processed tomatoes from Italy have been illegally dumped, and that dumping penalties have been imposed on the offending exporters.

"We urge the media to publicise this finding widely, so that Australian consumers can become aware of it," Australian Made Chief Executive, Ian Harrison, said.

"There is significant damage being done in the marketplace to companies such as SPC Ardmona, which processes genuine Aussie produce grown by genuine Aussie farmers."

"Illegal dumping is just another

form of cheating," Mr Harrison said.

"Consumers have the ultimate say in what they purchase, and there are consequences if we all increasingly purchase imported products over great Australian produce – further job losses and problems for our farming communities are at the forefront of those consequences."

Consumers should look for the green-and-gold Australian Made and Australian Grown kangaroo logos to be sure what they are buying has genuinely been made or grown in Australia.

"Shoppers buying local products and produce will enjoy great quality, while creating jobs, career opportunities and an improved future for all Australians," Mr Harrison said.



New Australian Made Campaign Associates

The Australian Made Campaign is pleased to welcome Eumundi Markets onboard as a Campaign Associate.

The iconic green-and-gold Australian Made, Australian Grown logo is now being used to help businesses differentiate themselves as 'Australian Made in Eumundi', or 'Australian Grown in Eumundi'.

Campaign Associates play an important role in promoting the logo to their members. Find out more about Campaign Associates at www.australianmade.com.au/for-business/partners.



Push to buy local

The Australian Made Campaign heavily promoted the benefits of buying local in the lead-up to the festive season and Australia Day, with a range of public relations activities in late 2013 and a big push for the 'Make Every Day Australia Day' campaign, which ran nationally throughout January.

Australian Made called on all consumers – be they individuals, businesses or government – to 'Make

Every Day Australia Day', and celebrate Australia's delicious, nutritious food and high quality products throughout the month of January, and beyond wherever possible.

Australian Made also reminded consumers to think about the consequences of their buying decisions before they make them, in an announcement following the revelation that Toyota would cease manufacturing cars in Australia by 2017. Australian Made encouraged consumers seeking locally made



and grown products to look for the logo when shopping, or visit the online product directory at www.australianmade.com.au.

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