

The Australian Made Campaign Newsletter

The Australian Made Summer of Tennis

The Australian Made Summer of Tennis has arrived again!

The campaign, which celebrates sporting achievements while highlighting the importance of buying Australian products and produce, uses sport as a vehicle to promote the Australian Made, Australian Grown logo to shoppers.

Tennis champion and Australia's Fed Cup Team Captain, Alicia Molik, is the face of the campaign.

Special events include the Australian Made Foundation Cup, an interstate tennis challenge for children 13 and under from rural and regional Australia, and the Fed Cup Foundation's 'Breakfast with the Stars' events in Sydney and Melbourne, which promote the achievements of women in tennis.



Stay tuned for news about other Australian Made Summer of Tennis events via the Australian Made

e-newsletters. To subscribe to the Aussie Made Club newsletter, visit www.aussiemadeclub.com.au.

Digital update

The Australian Made website continues to gain traction, providing licensees with more exposure amongst shoppers interested in Australian Made and Australian Grown products.



- Average monthly website visitation has more than doubled (Q1 vs Q3)
- Associated social media platforms increased their following by more than 50% in 2013
- Australian Made Club membership increased 89% in 2013

There could be hundreds of potential customers looking at your genuine Aussie products on the Australian Made website. So, it makes sense to leverage this consumer interest in your product and drive them to your own website, e-commerce facility or shop front.

Using our website analytics tools, we can establish how many consumers are showing an interest in your business and products, and assist you in enticing

them to click through to your own digital platform where you can convert them into a paying customer.

Get in touch to find out more about our exclusive digital services, by emailing info@australianmade.com.au or calling toll-free on 1800 350 520.

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Research reveals consumers care about buying local, but businesses are lagging behind

New research from Roy Morgan has revealed that buying Australian-made products has become more important to Australian consumers.

According to the findings, buying Australian-made matters more to us now than it did a year ago, and we regularly buy local, even if it comes at a cost.

- More than half of the respondents surveyed (55%) said that buying Australian-made had become more important to them in the last 12 months.
- Just one tenth of the respondents (12%) said that they would not buy Australian products if they were more expensive.

Australian Made Campaign Chief Executive, Ian Harrison, said that the results were encouraging.

"The research confirms that people are becoming more conscientious about buying local. They are aware of the benefits of buying Aussie products, and of the impact that their

purchasing behaviour has on jobs, local business and future opportunities," Mr Harrison said.

"Concern is mounting over job prospects in this country, but research like this indicates a proactive effort by consumers to turn things around."

Unfortunately, a second round of research focussing on corporate policies and preferences for buying local revealed that businesses are not following suit.

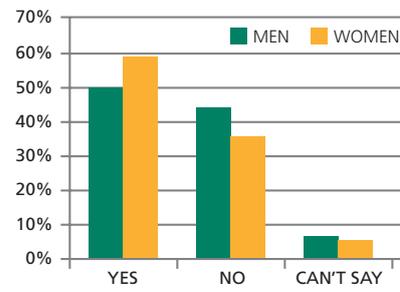
The Roy Morgan research found that just 20 per cent of Australian companies have a firm policy of buying Australian-made goods wherever possible.

The research also indicated that 34 per cent of companies had neither a policy nor a preference for buying Australian-made goods.

"It is worrying to discover that the portion of companies with 'buy local' policies in place is so low," Mr Harrison said.

The top three reasons given by businesses for not having a clear policy or preference were price (21%), lack of availability (20%) and perceived value (14%).

Has buying Australian Made become more important to you over the past 12 months?



Mr Harrison said the misconception that Australian products are always more expensive needs to be revisited and put into a broader context than just price.

"We recognise the pressure that many Aussie businesses are under in the marketplace from cheap imports and the need therefore to keep the 'cost of doing business' down, but we urge them to consider local sourcing wherever possible.

"Products made and grown in Australia to our high quality, health and safety standards offer genuine value."

Australian Made welcomes branding breakthrough for Aussie exports to South Korea

In a major breakthrough for Australian exporters, the Australian Made, Australian Grown (AMAG) logo has now been formally trade marked in South Korea.

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

The AMAG logo is Australia's only registered country-of-origin trade mark for genuine Aussie products and produce.

Australian Made Chief Executive, Ian Harrison, said that the registration process had commenced in 2011 in response to the growing importance



of South Korea as a market for Australian products.

"The Australian Made, Australian Grown logo's formal registration in South Korea 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," Mr Harrison said.

"It will also provide a legal framework for the Australian Made branded shops established in South Korea by Campaign Partner, SINI Australia."

The logo's registration in South Korea follows its registration in the USA and China. Registration is also pending in Singapore.

The registration work was carried out by Australian Made Campaign Partner, EKM patent and trade marks.

EKM is a firm of highly qualified and internationally experienced patent and trade mark attorneys focused on the registration of intellectual property rights and is a Campaign Partner of the Australian Made Campaign. Read on for advice from EKM on protecting and adapting your brand in Asia.

Protecting your brand in Asia

It is important to ensure that your brand is fully protected in all of your countries of interest and is adapted to the local markets.

There are some pitfalls to watch out for when trading in the Asian region, in particular in countries such as China or South Korea, which have a 'first to file' system of trade mark protection. Under this system, a party who is the first to file an application for a mark generally has superior rights over another party who may have been using an unregistered mark in the country before the filing date of the application.

It is recommended that you register your trade mark in China and South Korea as soon as possible, preferably before you enter these markets, to prevent a third party, including potential local distributors, from

obtaining information about your proposed activities and proceeding to file an application for your mark in these countries in order to block your activities, trying to obtain an exclusive or preferable arrangement with you or try to procure a payment from you for the transfer of the mark.

It is also important to consider filing local translations and/or transliterations of your trade mark in these countries, to avoid a third party translating your trade mark and registering a local version, as it can be difficult to obtain cancellation of such fraudulent trade mark, even if you have already protected the original version of the trade mark.

For more information, contact Jennifer McEwan or Léonard Pirastru on +61 3 9829 0999 or jennifer.mcewan@ekmpatent.com and leonard.pirastru@ekmpatent.com respectively.

Australian Made works with Local Government to promote economic development

The Australian Made Campaign held its annual Campaign Supporters luncheon in October in the City of Darebin in Victoria, to enhance the partnerships with current and prospective Local Government Supporters.

The Mayor of the City of Darebin, Tim Laurence, opened the event with comments about the importance of supporting the Australian Made Campaign, and in doing so, supporting local businesses and local jobs.

Chief Executive of the Australian Made Campaign, Ian Harrison, updated the Councils and Shires on the campaign's current program and priorities, and ideas were sought from attendees as to how partnerships could be further strengthened to support Local Government growth objectives.

In addition, Senior Marketing Manager of Sustainability at Australian Paper,

Craig Dunn, provided insights into how and why local businesses use the Australian Made logo, and the benefits his organisation had seen as a result of its use.

The Australian Made Campaign is every bit a collective effort to promote economic activity and jobs in Australia, and strong links with the grass roots level of Government adds considerable strength to the integrity and promotion of the Australian Made, Australian Grown logo.

It is also recognised that a link to the logo is a strong statement by Councils and Shires about their commitment to facilitating investment, job creation and prosperity in their municipalities.

Councils or Shires wishing to become involved with the Australian Made Campaign should contact Frank Phillips at frank.phillips@australianmade.com.au.

Australian Made calls on Government to support CoO branding

The Australian Made Campaign is calling on the newly-elected coalition Government to recognise and promote the importance of country-of-origin branding – both to support local businesses and to restore consumer confidence in this important aspect of Australia's labelling system.

Australian Made has written to the new Members of Parliament and has begun meeting with the relevant Ministers to reinforce this message.

Australia enjoys a strong 'nation brand' at both the domestic and international level and being recognised as Aussie in the marketplace can be a very powerful and positive asset. It would seem therefore that a stronger focus on country-of-origin branding would help support our manufacturers, farmers and processors where it really counts – in the marketplace.

It makes good sense to use the iconic green-and-gold Australian Made, Australian Grown kangaroo logo to do that. The logo is Australia's only registered country-of-origin certification trade mark, and has been used by thousands of businesses in Australia and overseas, for nearly three decades.

The Australian Made Campaign looks forward to working closely with the new Government – jobs, better career opportunities and an improved future for all Australians will be among the outcomes. There is more than enough public benefit associated with the AMAG logo and the work of the campaign behind it to justify a much deeper, more strategic partnership between it and the Government.

Singaporeans relish Australian products & produce

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For two weeks, during 12-24 September, Singaporeans had the opportunity to select from a great range of Australian delicacies across 102 NTUC FairPrice stores.

Australian Made Chief Executive, Ian Harrison and Australian Made Export Manager, Ranjit K Singh, attended the launch function in the Zhong Shan Park



NTUC Finest store along with Senior Executives from NTUC FairPrice.

"Australian products are recognised throughout Asia for their high quality and innovation, and there has been a significant increase in the range of Australian products sold through the NTUC outlets over the last three years," Mr Harrison said.

"Singaporeans are more affluent and educated than consumers in other parts of the region and there is a general concern about quality and safety of the products they purchase," Ms Singh explained.

Singapore is Australia's largest trade and investment partner in ASEAN and our fifth largest trading partner overall.

New Australian Made Campaign Supporters

Australian Made is pleased to welcome Gold Coast City Council, Glenelg Shire Council and Mooney Valley City Council onboard as Campaign Supporters, and congratulates Mornington Peninsula Shire on renewing its commitment to the campaign. Campaign Supporters promote and advocate for local growers and manufacturers by integrating the logo and the ethos that it represents into business and community initiatives.

Buy Australian at Home and Abroad (BAHA) update

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

Importantly, ICN has recently deployed a range of enhancements to the ICN Gateway - a free 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.

New 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'

New appointments to the Australian Made Campaign Board of Directors

The Australian Made Campaign has announced the appointment of two new Directors to its Board, Ms Michele Levine (CEO of Roy Morgan Research) and Ms Nicki Anderson (Managing Director of DemoPlus).

The Board of Directors selected Ms Levine based on her insights into buyer behaviour and extensive knowledge of the Australian marketplace, whilst Ms Anderson was selected based on her deep understanding of the Australian manufacturing sector and extensive experience in marketing fast moving consumer goods (FMCGs).

"We are thrilled that Michele and Nicki have agreed to join the Board at a time when the Australian Made, Australian Grown logo is becoming increasingly important to our manufacturers, processors and producers," Australian Made Campaign Chairman, David Gray, said.

"It has been a time of significant change on our Board, with Andrew Broad, former VFF President and NFF Board Member, departing this month after being elected to the federal seat of Mallee in VIC."

process. These enhancements are the first of many, so keep watching the ICN Gateway over the coming months.

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.

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