



## Australian Made Campaign

# Licence Application

Application to use the Australian Made, Australian Grown logo on products

**i** Need help with this form? Call us on [1800 350 520](tel:1800350520) or email [info@australianmade.com.au](mailto:info@australianmade.com.au)

### COMPANY DETAILS

<b>ABN</b>	<b>ACN</b>
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**Registered business name**

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**Trading Name(s)** If different from above

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<b>Postal address</b>	<b>State</b>
	<b>Postcode</b>
<b>Street address</b> If different from above	<b>State</b>
	<b>Postcode</b>

### AUTHORISED REPRESENTATIVE

<b>Title</b> e.g. Mr, Mrs, Miss	<b>First name</b>	<b>Last name</b>
<b>Position</b>	<b>Telephone</b>	<b>Mobile</b>
<b>Fax</b>	<b>Email address</b>	

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## CONSUMER CONTACT DETAILS

For general enquiries about products

<b>Telephone</b>	<b>Fax</b>	<b>Email address</b>
<b>Website</b>	<b>Facebook page or group</b>	
<b>Twitter ID</b>	<b>Youtube channel</b>	<b>Instagram</b>

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## PLEASE DESCRIBE YOUR COMPANY IN ONE OR TWO SENTENCES

This appears in the company's listing on our website

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### Company description

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## IN A FEW WORDS, TELL US WHAT YOUR PRODUCTS ARE

Examples: haircare products, pet food, furniture for home and office, industrial lighting controllers.

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### Product(s) description

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## HOW ARE YOUR PRODUCTS MADE (OR GROWN)?

Please describe how your products are produced, including the manufacturing processes involved, and where the main ingredients or components originate  
Example: If you were making t-shirts, you might say: "We use mainly imported and some local cotton fabrics, which we cut, sew and screenprint in our factory in Sydney. The cost of the imported fabric is less than 30% of the total cost of the production."

If you need help with this question, call us on [1800 350 520](tel:1800350520). AMCL may contact you for more information about your products.

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### Description

## Product details

Only products registered with Australian Made Campaign Limited can use or be associated with the Australian Made, Australian Grown logo. These products must comply with the criteria described in the Australian Made, Australian Grown Logo Code of Practice.

From 1 July 2016, AMCL will not license use of the logo on food products for sale in Australia. A licence will only be granted for non-food products or for food products which are intended exclusively for export. See page 6 for more information.

Please list below each product (or range of products) you wish to register. Attach additional pages if needed. It would assist if you could provide any brochures or information about your products.

**i** If you wish to add or remove any products after registration you will need to notify us in writing.

<b>NAME OF PRODUCT OR RANGE OF PRODUCTS</b>	<b>REPRESENTATION YOU WANT TO USE WITH THIS PRODUCT OR PRODUCT RANGE</b> If you want to use more than one representation for a given product or product range, please contact us.	<b>KEYWORDS</b> (at least 3) These help describe an item and allow it to be found by users searching for your products, e.g. tags for a pair of ugg boots might be slippers, footwear and sheepskin.
1.	<b>Tick one only</b> <input type="checkbox"/> "Product of Australia" <input type="checkbox"/> "Australian Made" <input type="checkbox"/> "Australian Grown" <input type="checkbox"/> "Australian Seafood" <input type="checkbox"/> "Australian"	
2.	<b>Tick one only</b> <input type="checkbox"/> "Product of Australia" <input type="checkbox"/> "Australian Made" <input type="checkbox"/> "Australian Grown" <input type="checkbox"/> "Australian Seafood" <input type="checkbox"/> "Australian"	
3.	<b>Tick one only</b> <input type="checkbox"/> "Product of Australia" <input type="checkbox"/> "Australian Made" <input type="checkbox"/> "Australian Grown" <input type="checkbox"/> "Australian Seafood" <input type="checkbox"/> "Australian"	
4.	<b>Tick one only</b> <input type="checkbox"/> "Product of Australia" <input type="checkbox"/> "Australian Made" <input type="checkbox"/> "Australian Grown" <input type="checkbox"/> "Australian Seafood" <input type="checkbox"/> "Australian"	
5.	<b>Tick one only</b> <input type="checkbox"/> "Product of Australia" <input type="checkbox"/> "Australian Made" <input type="checkbox"/> "Australian Grown" <input type="checkbox"/> "Australian Seafood" <input type="checkbox"/> "Australian"	

## DO YOU SELL THE PRODUCTS IN AUSTRALIA?

<input type="checkbox"/> <b>No</b> ▶ Go to next question	<input type="checkbox"/> <b>Yes</b> ▶ Where in Australia can your products be purchased? <i>Tick that apply:</i>		
	<input type="checkbox"/> <b>Online</b> ▶	Website address	
	<input type="checkbox"/> <b>Direct from manufacturer at factory or retail outlet</b> ▶	Name	
		Street address	State
			Postcode
	<input type="checkbox"/> <b>Direct from manufacturer via the telephone</b> ▶	Phone number	
<input type="checkbox"/> <b>From a major retailer</b> ▶	Which retailers? <i>Tick that apply:</i>		
	<input type="checkbox"/> Coles	<input type="checkbox"/> Big W	<input type="checkbox"/> Woolworths
	<input type="checkbox"/> ALDI	<input type="checkbox"/> Myer	<input type="checkbox"/> David Jones
	<input type="checkbox"/> Target	<input type="checkbox"/> Kmart	<input type="checkbox"/> IGA
	<input type="checkbox"/> Mitre 10	<input type="checkbox"/> Bunnings Warehouse	<input type="checkbox"/> Bev Marks
	<input type="checkbox"/> The Good Guys	<input type="checkbox"/> Repco	<input type="checkbox"/> Forty Winks
	<input type="checkbox"/> Franklins	<input type="checkbox"/> Reece Australia	<input type="checkbox"/> Australian Made airport shops
	<input type="checkbox"/> Harvey Norman	<input type="checkbox"/> Chemist Warehouse	
	<input type="checkbox"/> <b>From some other retailer</b> ▶	Name	
		Street address	State
		Postcode	

## DO YOU HAVE A LIST OF AUSTRALIAN STOCKISTS ON YOUR WEBSITE?

<input type="checkbox"/> <b>No</b>	<input type="checkbox"/> <b>Yes</b> ▶	Website address
		List of stockists

<b>Do you sell these products</b> <input type="checkbox"/> Retail <input type="checkbox"/> Wholesale	<b>Who is the end user</b> <input type="checkbox"/> Consumers <input type="checkbox"/> Other Businesses
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## DO YOU EXPORT THESE PRODUCTS?

<input type="checkbox"/> <b>No</b> , sell in Australia only	<input type="checkbox"/> <b>Yes</b> ▶ <i>Tick one only</i>	<input type="checkbox"/> Sell in Australia and export markets
		<input type="checkbox"/> Export only
	<b>Countries or regions</b> ▶ <i>Tick one only</i>	<input type="checkbox"/> Worldwide
		<input type="checkbox"/> To the following countries:

## OTHER MANUFACTURERS

Please give details of any contract manufacturers or suppliers of critical components. Attach a separate sheet if necessary.

<b>Business name</b>	
<b>Postal address</b>	<b>State</b>
	<b>Postcode</b>
<b>Component or product supplied</b>	

## Fees payable

Fees are payable annually.

### Follow these three steps:

- Tally up the actual sales for the previous 12 months or, if any are new products, the projected sales for the next 12 months, of the products listed on page 3.
- This is the 'turnover' figure for your annual license fee.
- Match this 'turnover' figure to one of the turnover ranges from the adjacent list and tick the relevant box.
- The corresponding figure in the FEE column will be your annual license fee (excl GST).

If you would like to speak with one of our State Representatives, please call:

- ▲ **New South Wales**  
Damian Schroder  
M. 0417 007 198 P. 02 9458 7316
- ▲ **Victoria**  
Astrid Wemyss-Smith  
M. 0437 011 929 P. 03 9686 1500
- ▲ **Western Australia**  
Danika Gusmeroli  
P. 08 9365 7692

ACTUAL TURNOVER RANGE (\$)	FEE (\$) Excluding GST
<input type="checkbox"/> 0 – 300,000	300
<input type="checkbox"/> 300,001 – 500,000	400
<input type="checkbox"/> 500,001 – 750,000	600
<input type="checkbox"/> 750,001 – 1 million	800
<input type="checkbox"/> >1 million – 2.5 million	1,000
<input type="checkbox"/> >2.5 million – 5 million	2,500
<input type="checkbox"/> >5 million – 7.5 million	5,000
<input type="checkbox"/> >7.5 million – 10 million	7,500
<input type="checkbox"/> >10 million – 12.5 million	10,000
<input type="checkbox"/> >12.5 million – 15 million	12,500
<input type="checkbox"/> >15 million – 17.5 million	15,000
<input type="checkbox"/> >17.5 million – 20 million	17,500
<input type="checkbox"/> >20 million – 32.5 million	20,000
<input type="checkbox"/> >32.5 million – 45 million	22,500
<input type="checkbox"/> Over 45 million	25,000

A tax invoice will be sent to you upon your application being accepted.

## Food products and the logo

The *Country of Origin Food Labelling Standard 2016* sets out requirements for country of origin food labelling for food products available for sale in Australia. Most food products made, grown or produced in Australia will be required to carry a mark which includes the kangaroo logo. Australian Made Campaign Limited will no longer be licensing use of the logo on food products, except where the product is intended exclusively for export.

For more information about food labelling, visit [www.business.gov.au/foodlabels](http://www.business.gov.au/foodlabels)

## What happens next?

As part of your application, you will also need to complete a Licensee Undertaking. Forms are available from your AMCL representative, the website [www.australianmade.com.au](http://www.australianmade.com.au) or by calling AMCL on **1800 350 520**.

Once you have submitted your application form and signed Licensee Undertaking, your application can be processed in a matter of days.

If we have any queries about your application, we may contact you by phone or email to request more information.

Once your products have been reviewed and approved, we will email you an invoice for the licence fee. As soon as the licence fee is paid, your licence will be activated and you can start using the logo.

You could be using the logo on your products as early as 72 hours after submitting the completed form!

The logo is a powerful marketing tool and can be used on all registered products and related marketing material. You have access to a range of merchandise products including stickers, posters and swing tags and we of course encourage you to use the logo boldly and aggressively to drive sales and get the most value out of your logo licence.

We look forward to welcoming you on board. If you have any queries in the meantime, please do not hesitate to give us a call on **1800 350 520**.

### The Australian Made, Australian Grown team

#### Return your completed form:

**By email or fax:**

E. [info@australianmade.com.au](mailto:info@australianmade.com.au) F. 03 9686 1600

**By post:**

Australian Made Campaign Limited  
Suite 105, 161 Park Street, South Melbourne, VIC 3205