

The Australian Made Campaign Newsletter

The Australian Made Campaign celebrates 2000 registered businesses

The number of businesses now licensed to use Australia's country-of-origin certification trademark, the iconic green-and-gold Australian Made, Australian Grown (AMAG) kangaroo logo has reached new heights.

Brisbane-based optical lens manufacturer Shamir Australia was approved to use the famous logo on its range of Australian-made lenses in June, becoming the 2000th business currently registered on the Australian Made database.

This means there are now more than 2000 businesses, with some 15,000 genuine Aussie products that consumers can search for on the Australian Made Campaign's online directory at www.australianmade.com.au.

"We are thrilled to break through 'the 2000 barrier' – this represents growth of over 150% in the past decade,"



Australian Made Campaign Chief Executive, Ian Harrison said.

"The Australian Made Campaign is a collective effort to brand genuine Aussie products in Australia and markets all over the world – the more businesses involved, the stronger the impact.

"This milestone carries an important message – being Aussie

is good for business."

Shamir Australia General Manager, Paul Stacey, accepted a commemorative certificate from Australian Made on behalf of the organisation.

"The Australian Made logo is a symbol for excellence in manufacturing, commitment to local jobs and local reinvestment, so it is a great fit for our brand."

Federal Minister for Industry meets Australian Made Campaign Board of Directors

The Federal Minister for Industry, Ian Macfarlane MP, met with the Australian Made Campaign Board of Directors in July. Mr Macfarlane discussed key issues relating to growing and manufacturing in Australia with the Board, including food labelling laws and compliance issues relating to 'made in Australia' claims.



Australian Government

The Board is seeking a more strategic relationship between the Federal Government and the AMAG logo, both here in Australia and abroad.

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Western Australian Fishing Industry Council becomes an Australian Made Campaign Associate

The West Australian commercial fishing sector has strengthened its links with the iconic green-and-gold Australian Seafood logo, thanks to a new collaboration between the Australian Made Campaign and the Western Australian Fishing Industry Council (WAFIC).

WAFIC – the peak industry body representing the local commercial fishing, pearling and aquaculture industries – joined the Australian Made Campaign as a Campaign Associate in July, making a strong statement in support of the local fishing sector and those that work in it.

According to WAFIC Chief Executive

Officer, John Harrison, the Australian Seafood logo will help the organisation demonstrate its commitment to WA commercial fishers and their employees, and help collectively promote local seafood, pearl products and aquaculture activities in this region.

“Our members are responsible for producing some of the highest-quality seafood in the world,” he said. “It’s important that WAFIC continues to actively foster excellence throughout the local fishing industry and promote locally caught seafood. The Australian Seafood logo will help us do that.” Mr Harrison said.

Australian Made Campaign Chief Executive, Ian Harrison, welcomed WAFIC to the Campaign, commending



the organisation for its role in representing the WA fishing sector and its dedication to spreading the ‘buy local’ message.

“While eight out of ten West Australians consume local seafood, over 70 per cent of Australian seafood is imported,” John Harrison said. “We would encourage our members to become licensees of the Australian Made Campaign and use the Australian Seafood logo to help consumers identify their seafood as genuinely Australian.”



Changes to the AMAG Logo Code of Practice and fee structure come into effect

Following formal approval by the Federal Government, a number of changes to the rules for using the AMAG logo came into effect on 1 July 2014.

These include the introduction of a new basis for calculating the annual fee and the introduction of a Licensee Undertaking, in place of the Statutory Declaration.

For more information about the new fee structure or to view a copy of the updated Code of Practice, visit www.australianmade.com.au/for-business/how-much-does-it-cost/, call 1800 350 520 or email info@australianmade.com.au.

Heavily discounted, highly targeted advertising opportunities with Fairfax Media

The Australian Made Campaign has worked together with Fairfax Media to secure exclusive access to a range of heavily discounted, highly targeted advertising opportunities for AMAG logo licensees.

The Age

Contact Michael Pollard on 03 86673244 or mpollard@fairfaxmedia.com.au

Christmas Gift Guide

Date: Sunday, November 30 & Sunday, December 7
Booking: 5pm Monday, deadline: October 27, 2014
Material: 12pm Monday, deadline: November 3, 2014
Rates: Full page \$7,990+GST, half page \$4,950+GST, quarter page \$3,490+GST, postcard \$2,500+GST

Australia Day Feature

Date: Monday, January 26, 2014
Booking: 5pm Monday, deadline: January 12, 2014
Material: 12pm Friday, deadline: January 16, 2014
Rates: Full page \$7,990+GST, half page \$4,950+GST, quarter page \$3,490+GST, postcard \$2,500+GST



The Sydney Morning Herald

Contact Natasha Kostaska on 02 9282 3334 or natasha.kostaska@fairfaxmedia.com.au

Christmas Gift Guide

Date: Saturday, November 29, 2014
Booking: 5pm Tuesday, deadline: November 18, 2014
Material: 12pm Tuesday, deadline: November 25, 2014
Rates: Full page \$10,000+GST, half page \$7,000+GST, quarter page \$4,500+GST, postcard \$2,500+GST

Australia Day Feature

Date: Monday, January 26, 2014
Booking: 5pm Friday, deadline: January 16, 2014
Material: 12pm Wednesday, deadline: January 21, 2014
Rates: Full page \$10,000+GST, half page \$7,000+GST, quarter page \$4,500+GST, postcard \$2,500+GST

Logo helps get local products & produce into export markets

The network of overseas businesses using the famous green-and-gold AMAG logo to boost the Asian sales of their imported Australian products and produce has grown, with the announcement that Benelux Flowers and Food Private Limited has become licensed to use the AMAG logo.

Benelux Flowers and Food supplies produce to some of the biggest retailers in Asia, including NTUC Supermarkets, Cold Storage and Tesco.

The Singaporean-based importer of fresh food will use the famous logo on its Australian imports to differentiate them in the marketplace.

"We are thrilled to be licensed to use the famous Australian Made, Australian Grown logo on the fresh produce that we import from Australia and distribute

widely throughout Singapore and Malaysia," Benelux Flowers and Food Managing Director, Linda Ong, said.

"Asian consumers appreciate Australian products and produce, because they come from an environment of high quality, health and safety standards."

Overseas shoppers are looking for the AMAG logo to readily identify goods as authentic, and Australian Made

Campaign Chief Executive, Ian Harrison says local growers and manufacturers should be leveraging that fact.

"Australian Made looks forward to working with Benelux to grow the quantity and volume of great Australian produce being sold in Singapore and Malaysia," Mr Harrison said.

Major Singaporean retailer, Cold Storage, also recently became a licensee.



Australian Made appears before House of Representatives Committee on food labelling

The Australian Made Campaign appeared before the House of Representatives Standing Committee on Agriculture and Industry in May, to give evidence to the committee's inquiry into the country-of-origin labelling of food.

Australian Made Campaign Chief Executive, Ian Harrison, and Compliance and Policy Manager, Lisa Crowe made recommendations to the committee on how food labelling laws could be improved, to build greater consumer confidence in the labelling of Australian products and produce.

"We are thrilled that this inquiry is being conducted within the House of Representatives structure – the seat of Government – because there is great

potential for positive changes to be made," Mr Harrison said.

"An effective country-of-origin labelling system, trusted and understood by consumers, will strengthen this important asset for Australia's food growers and processors.

"This will help combat the number of companies attempting to mislead consumers regarding their products' true country-of-origin."

The Australian Made Campaign also recently renewed its call for mandatory country-of-origin labelling across all food products, after Food Standards Australia New Zealand (FSANZ) revealed that this information would remain optional on a small range of unpackaged foods.

Australian Made welcomes new Campaign Supporters

Australian Made is pleased to welcome Blacktown City Council, Cardinia Shire Council, Gold Coast City Council and Melton City Council onboard as Campaign Supporters. 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.



New Chairman elected for the Australian Made Campaign

Glenn Cooper AM, Chairman of South Australian icon Coopers Brewery Ltd, has been elected as the new Chairman of Australian Made Campaign Ltd.

The Australian Made Campaign is directed by a national board consisting of ten directors who in turn are elected by the Australian business community from the Australian Chamber of Commerce and Industry (ACCI) and its network of State and Territory Chambers, and the National Farmers' Federation.

Allyn Beard, Marketing Director of Sydney based mattress manufacturer A.H. Beard, was elected as Deputy Chairman, and Neil Summerson, who recently completed a five year term as Chairman of the Bank of Queensland, was re-elected as treasurer. More recently, ACCI's new Chief Executive, Kate Carnell, was elected to replace former ACCI Chief Executive, Peter Anderson.

"Australian Made welcomes Mr Cooper to the position and we look forward to his leadership in directing this very important campaign to help businesses promote their genuine Aussie products both locally and internationally," said Australian Made Campaign's Chief Executive, Ian Harrison.

Mr Cooper has served on the Australian Made Campaign Board of Directors for seven years and has a wealth of experience in a range of positions, including as the former Chairman of the Adelaide Fringe and Adelaide Convention and Tourism Authority, as well as a former member of the Australian Logistics Council.

Mr Cooper said that the Campaign owed an enormous debt of gratitude to David Gray for his four years as Chairman and even longer term as Deputy.

The full Board of Directors now consists of:

■ **Glenn Cooper AM** (Chairman),

Non-Executive Chairman, Coopers Brewery Ltd (Adelaide)

■ **Allyn Beard** (Deputy Chairman), MD, A.H. Beard Pty Ltd (Sydney)

■ **Neil Summerson** FCA (Treasurer), Director and Former Chairman, Bank of Queensland (Brisbane)

■ **Kate Carnell**, CEO, Australian Chamber of Commerce and Industry (ACCI) (Canberra)

■ **Nicki Anderson**, MD, Demo Plus (Melbourne)

■ **Alf Cristaudo**, Former Chairman of Canegrowers Australia (Townsville)

■ **Robert Gerard AO**, Executive Chairman, Gerard Corporation Pty Ltd (Adelaide)

■ **David Gray AM** (Chairman), MD, David Gray & Co. Pty Ltd (Perth)

■ **Robert Hutchinson**, State Manager, Queensland, ParexDavco (Australia) Pty Ltd (Brisbane)

■ **Michele Levine**, CEO, Roy Morgan Research (Melbourne)

Business SA joins forces with the Australian Made Campaign

The Australian Made Campaign is now in South Australia. The campaign has entered into a marketing and servicing relationship with Foundation Member Business SA, to provide the South Australian business community with access to a local resource for information about the AMAG logo.

Business SA Membership Executive, Nick Smith, has taken on the role of SA Account Manager for the Australian Made Campaign. Nick will be working within Business SA to help educate manufacturers and growers of genuine Australian products about the benefits of leveraging country-of-origin as a marketing tool.

Nick can be reached on **08 8300 0245** or **nicks@business-sa.com**.



New Australian Made Campaign representative appointed in Queensland

A new Australian Made Campaign representative has been appointed in QLD. Michael Frankland, who joins Australian Made's ranks from CCIQ, has

replaced Matt Roberts, who returned to his home town of Melbourne at the end of May. Michael can be reached on **07 3842 2373** or **michael.frankland@australianmade.com.au**.

Australian Made congratulates Chief Executive, Ian Harrison, on 10 years of service

The Australian Made Campaign Board of Directors took the opportunity of its July Board meeting to officially congratulate Ian Harrison on 10 years with Australian Made as Chief Executive.

Ian celebrated a decade's commitment to Australia's growers and manufacturers in June. The Australian Made team thanks Mr Harrison for all he has done for the campaign in his tenure thus far.

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