

# The Australian Made Campaign Newsletter

## Another successful Australian Made Summer of Tennis campaign wraps up

This year the 'Australian Made Summer of Tennis' campaign saw significant exposure through national television, radio, print and online advertising, with 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 them at [www.youtube.com/AustralianMadeLogo](http://www.youtube.com/AustralianMadeLogo).

The advertising campaign was supplemented with PR activities, and free TV, print, radio and online coverage around the country was secured as well.

Highlights included:

■ **The Australian Made Foundation Cup** – Melbourne, 12-16 January

The only interstate tennis tournament for junior players from rural and regional Australia



■ **Breakfast and Lunch with the Stars** – Sydney, 13 January & Melbourne, 20 January

Star-studded events which promote the achievements of women in tennis, held ahead of the Apia International and Australian Open

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 boosted web traffic and Aussie Made Club membership, driving more product searches and providing a direct line of communication for licensees to thousands more Aussie shoppers interested in local products and produce.

## The Australian Made Australia Day Challenge

The Australian Made Campaign called on consumers to 'take the Australian Made challenge' over the Australia Day long weekend, and stop for a few moments to look for the green-and-gold kangaroo logo when shopping

Consumers were encouraged to look more closely at the products

they purchased, and make Australia Day a starting point for new buying behaviours.

"Most products – and all food products – carry a country-of-origin label, and sometimes it's just about getting in the habit of looking for it," Australian Made Campaign Chief Executive, Ian Harrison said.

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# Australian Made stores in China

This year marks the launch of Australian Made branded stores in China, under a new partnership with Australia Made Shop Pty Ltd (AMS).

AMS will only showcase and retail products certified to carry the Australian Made, Australian Grown logo to the affluent Chinese market.

Initially launching in the Shanghai Free Trade Zone in February, stocking shelf-stable products, stores are set to open in other major cities throughout 2015, with the intent to offer fresh produce as well.

Federal Minister for Small Business, Bruce Billson, said an 'Australian Made' retail presence showcasing the very best and most authentic Australian products to the crucial Chinese market was truly exciting.

"Knowing that suppliers have an 'on the ground' partner to market their 'AustralianMade' products to increasingly discerning Chinese consumers builds exporter confidence and optimism, and local jobs and economic opportunities," Mr Billson said.

AMS Director, David Goodwin, said showcasing Australian products under



the most recognised brand of the green and gold kangaroo promised to be a great partnership for Australian suppliers.

"The roll out of direct Australian Made retail shops in China is going to give Australian business a bridge into the fastest growing consumer market in the world," Mr Goodwin said.

As an Australian Made licensee, your products could be eligible for retail in these shops. To be eligible:

- Your products must be licensed to carry the Australian Made, Australian Grown logo;
- Your products should be

barcode-compliant;

- You must package your products in Australia (in English);
- You must be able to provide a product list and capacity statement about production quantity capabilities; and
- You must make shelf-stable food products or premium natural products; such as those in the food and beverage, health and beauty, baby, gifts and souvenirs, jewellery or accessories categories.

For more information or to find out if your product qualifies, contact Australian Made Shop on 07 3040 7424 or [info@amschina.com.au](mailto:info@amschina.com.au).

# Aussie logo formally recognised in Singapore

This year marks the launch of Australian Made branded stores in China, under a new partnership with Australia Made Shop Pty Ltd (AMS).

Every year for the past three years the logo has made its mark in another Asian country – it was registered in South Korea in 2013 and China in 2012. It is also a registered certification

trade mark in the USA. More Asian countries are to follow, in line with the growth in exports to the region.

The Australian Made Campaign is proud to support Australian exporters, and help boost sales of genuine Aussie products and produce in Asian markets. The fact that these registrations can also now provide a legal framework – under local laws in those different countries – for our exporters to rely upon should their goods be copied or used without proper authority, is a win for Australian farmers and manufacturers.

The network of overseas businesses using the AMAG logo to boost the Asian sales of their imported Australian products and produce is also growing steadily. In Singapore it now includes some of the biggest distributors and retailers in Asia, including Benelux Flowers and Food Pte Ltd, Cold Storage and NTUC Supermarkets.



# Aussie icons team up for television

Two Australian icons have joined forces to help businesses supercharge the sales of their Aussie products and produce.

The Australian Made, Australian Grown (AMAG) green-and gold kangaroo logo has partnered with Brand Power, to create a TV advertising platform dedicated to increasing the sales of genuine Aussie goods.

This initiative combines two powerful, established and persuasive marketing tools in an exciting new initiative for businesses making and growing products here.

Founded on Brand Power's proven marketing principles, the new



TV advertising platform provides businesses with the opportunity to promote their Aussie products using Australia's most recognised and trusted country-of-origin symbol.

Buchanan Group is the creator of Brand Power, and is part of STW, Australasia's leading marketing content and communications group.

To talk to somebody about pricing and options, contact **Steve Tully** at **Buchanan Group** on **03 9644 0000**.



## Senate Committee on the right track with seafood labelling

**The Australian Made Campaign has welcomed recommendations by the Senate Rural and Regional Affairs and Transport References Committee to extend the country-of-origin labelling of seafood to restaurants and fast food outlets in all States and Territories.**

"The country-of-origin food labelling legislation has been in place in retailing for a long time now, and it makes sense for this to be extended to foodservice," Australian Made Campaign Chief Executive, Ian Harrison said.

"The Australian Made Campaign strongly supports giving consumers more information about where their food comes from."

The Committee has recommended that the restaurant and catering industry should have 12 months to transition to the new arrangement.

The kangaroo logo's 'Australian Seafood' descriptor was launched in 2011 in conjunction with the fishing and aquaculture sectors, with the support of the Department of Agriculture, Fisheries and Forestry, to give consumers reliable information about where their seafood comes from. All fresh and processed seafood carrying the logo must be caught and processed entirely in Australia.



## Putting Australian-made Furnishing in Focus

**The Australian Made Campaign is proud to support the trade-only 'Furnishing in Focus' exhibition.**

Presented by Australian Made licensee Warwick Fabrics, the event will feature manufacturers from all states, showcasing the biggest selection of Australian-made furnishings under one roof, at the Melbourne Convention and Exhibition Centre from 2-3 June 2015.

The Furnishing in Focus exhibition is an excellent opportunity for

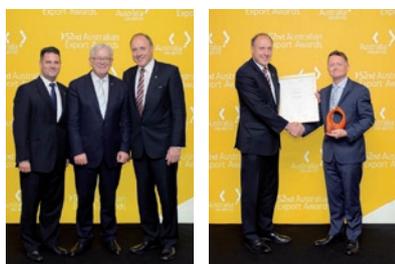
manufacturers of locally made furnishings to showcase their products to buyers. Promotional activities and networking events will be held to enable exhibitors to develop relationships with buyers and to get to know their industry counterparts, and the Australian Made Campaign will also provide opportunities for local manufacturers to learn more about the Australian Made logo.

For exhibitor or visitor information, visit [www.furnishinginfocus.com](http://www.furnishinginfocus.com) or contact **Rachel Ferlazzo** at [rach@warwick.com.au](mailto:rach@warwick.com.au).

# Australian Made presents national export awards

**Australian Made Campaign Chief Executive, Ian Harrison, presented the Manufacturing Award at the 52nd Australian Export Awards in November.**

2014 marked the 15th consecutive year that the Australian Made Campaign has proudly sponsored the category.



GP Graders, a manufacturer of fruit grading machinery was the recipient of the Manufacturing Award. GP Graders was also the winner of the overall award, the Prime Minister's Australian Exporter of the Year Award.

Australian Made licensee SDI Ltd won the Health and Biotechnology Award.

**LEFT PHOTO L-R, David Goodwin, Director, Australian Made Shop; Federal Trade Minister The Hon Andrew Robb AO, MP; Ian Harrison, Chief Executive, Australian Made Campaign at the 52nd Australian Export Awards.**

**RIGHT PHOTO L-R, Ian Harrison, Chief Executive, Australian Made Campaign, Stuart Payne, Managing Director GP Graders at the 52nd Australian Export Awards**

# Senior business leaders elected to Australian Made Board

The Australian Made Campaign held its annual general meeting in November, where four members of its Board of Directors were re-elected and confirmed.

Kate Carnell, Chief Executive of the Australian Chamber of Commerce and Industry (ACCI) network, was confirmed as a Director after filling the causal vacancy created by the resignation of former ACCI Chief Executive, Peter Anderson.

David Gray, Managing Director of David Gray & Co. Pty Ltd; Neil Summerson, Company Director and former Chairman of Bank of Queensland; and Robert Hutchison, State Manager of ParexDavco Australia; were also re-elected, according to the Board's rotation policy.

The Australian Made Campaign's national Board consists of ten Directors, elected by the organisation's 11 members – the ACCI and its network of State and Territory Chambers, and the National Farmers' Federation.

No changes to the organisation's constitution were made at the AGM.

## The board for 2015:

- **Glenn Cooper AM** (Chairman), Executive Chairman, Coopers Brewery Ltd (Adelaide)
- **Allyn Beard** (Deputy Chairman), Company Director, A.H. Beard Pty Ltd (Sydney)
- **Neil Summerson FCA** (Treasurer), Company Director & former Chairman, Bank of Queensland (Brisbane)
- **Nicki Anderson, MD**, Demo Plus (Melbourne)
- **Kate Carnell AO**, CEO, Australian Chamber of Commerce and Industry (Canberra)
- **Alf Cristaudo**, Former Chairman, Canegrowers Australia (Townsville)
- **David Gray AM, MD**, David Gray & Co. Pty Ltd (Perth)
- **Robert Gerard AO**, Executive Chairman, Gerard Corporation Pty Ltd (Adelaide)
- **Robert Hutchinson**, State Manager, ParexDavco (Australia) Pty Ltd (Brisbane)
- **Michele Levine**, CEO, Roy Morgan Research (Melbourne)

# The National Excellence in Building and Construction Awards

The Australian Made Campaign presented the National Export Awards at the Master Builders Association Excellence in Building and Construction Awards in November.

The Buchan Group won the award in the Building and Construction category, and Starena Australia and Jayline Australia won the award in the Products and Manufacturing category. Australian Made has sponsored the Master Builders Association for more than a decade; and all associated with the Australian Made logo are very proud of that.



## New Campaign Partners, Supporters and Associates



**Family Business Australia**



These retailers, associations and local government bodies work with the campaign to promote and advocate for local growers and manufacturers by integrating the logo and the ethos that it represents into business and community initiatives. They play an important role in supporting local industry and local jobs, and the Australian Made Campaign is proud to welcome them onboard.

Contact us on 1800 350 520 or email [info@australianmade.com.au](mailto:info@australianmade.com.au)