



AUSTRALIAN MADE AUSTRALIAN GROWN

TREASURER OPENS AUSTRALIAN MADE CONCEPT STORE

Australian Federal Treasurer, Wayne Swan MP officially opened the Australian Made Concept Store at Sydney International Airport late in September.

An initiative of The Purely Group, the store showcases some of Australia's finest products for the discerning traveller. Every item in the store features the famous green and gold AMAG logo, which is good news for travellers because they are guaranteed that what they purchase is a genuine, Australian product, and it is good news for Australian manufacturers given that so much of what is sold in tourism precincts is overseas product presented in such a way as to look like it's Australian.

The Treasurer was very supportive of the AMAG logo and the strength of Australia's nation brand.

"As I move increasingly around the world there is an increasing interest in this country - how it operates, how it's governed, how our people live. These are things we can take advantage of as we move forward into recovery and I do see this logo, this concept, this 'brand Australia' as being at the very core of our future prosperity and success in the global economy.

"I think Australia is very well placed, and one of the reasons we are so well placed is because of Australian Made, Australian Grown, brand Australia," Mr Swan said.

Purely Group Director, John Hanrahan said "The Purely Group is very proud to be associated with AMAG. We've been trading for around 30 years. We have a number of Purely Australian stores. They're generally a bit bigger than this and better located, but last week this store was our number one store, so I think we're dealing with a super brand here.

"When people come through the airport and see the logo they know it's a third party approved Australian made product. There's no scams, there's no tricks - its Australian made. Although a lot of our customers are non-English speaking, they recognise the logo, they trust it and the figures are responding accordingly."

AMAG's Deputy Chairman, David Gray, when introducing the Treasurer took the opportunity to congratulate the Government on its nation brand project, but added that, "There is of course no need to reinvent the wheel when it eventually comes down to the symbol to be used at the centre of the new campaign. The logo's job is simple - to create the connection with Australia. If a maple leaf, not even unique to Canada, can do it for that country, which it obviously does very well, the AMAG logo is looking pretty good for Australia - and it's unique and it's already paid for!"



Treasurer Wayne Swan MP



Opening the store - left to right: Ian Harrison, AMAG Chief Executive, Treasurer Wayne Swan MP, John Hanrahan, Director, The Purely Group & David Gray, AMAG Deputy Chairman & Managing Director, David Gray & Co.



Australian Made Concept Store, Sydney International Airport.

SURVEY RESULTS:

AUSTRALIAN CONSUMERS EXTREMELY CONFIDENT IN AMAG LOGO AND WANT TO BUY AUSTRALIAN

Research conducted for AMAG in July 2009 by Roy Morgan Research shows the logo continues to enjoy extremely high recognition amongst Australians, with 94% being familiar with it and 85% saying that the AMAG logo gave them the most confidence that products were indeed made or grown in Australia. Consumers also continue to express their preference for buying Australian made goods with half the population consciously buying Australian whenever possible. A further 15% of Australians consciously buy Australian goods often.

"The survey findings are extremely positive. To have 94% of Australians aware of the logo is a tremendous result but what is even more encouraging is the confidence consumers continue to have in our logo. The logo continues to be a trusted certification of Australian authenticity. Consumers know that products carrying the logo are genuinely Australian," says Ian Harrison, Chief Executive of AMAG.

More than 1800 Australians aged 14+ participated in the Roy Morgan survey. Key findings from the survey included:

- ▲ 94% of respondents recognise the AMAG logo;
- ▲ 50% consciously buy Australian products and produce whenever possible. A further 15 % buy Australian goods often;
- ▲ 43% of Australian specifically look for the AMAG logo to check if a product is Australian (spontaneous response);

- ▲ 82% of respondents turn to the product label to find out if a product is Australian;
- ▲ 46% believed it was easy to identify Australian products while 32% believed it was difficult. 22% of the respondents who found it difficult to identify Australian products believed that clearer labelling and a larger logo would make it easier;
- ▲ The three major factors that influence people to buy an Australian product over an imported product are lower price (37%), a desire to support local manufacturers or growers (31%) and a better quality product (30%);
- ▲ 85% of Australians trusted the AMAG logo over other country of origin identifiers such as flags, maps, pictures of animals and the words 'Made in Australia';
- ▲ 78% of Australians said the AMAG logo gave them more confidence than the AUSBUY logo;
- ▲ 80% of Australians prefer to buy Australian food and beverage; 60% prefer to buy Australian furniture and bedding; 58% of Australian females prefer to buy Australian health, beauty, pharmaceutical and personal products.



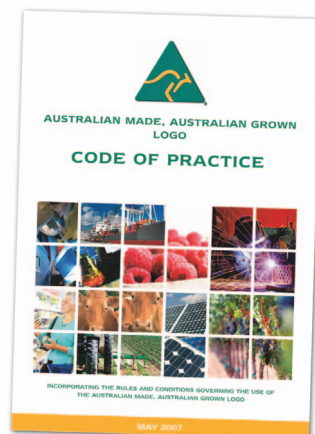
Consumer choosing Australian Made apples

CHANGES TO CODE OF PRACTICE

All licensees were recently sent a letter detailing proposed changes to the AMAG Code of Practice. The changes include addition of two new representations - 'Australian' and 'Australian Seafood' – for use with the logo. The proposal also includes important changes for food products, excluding some processes such as mixing, crumbing and curing from the definition of substantial transformation. AMAG is seeking to restrict use of the AMAG logo on foods such as ham, bacon, mixed diced vegetables, fruit juice blends and crumbed seafood where the major ingredient is imported.

It is expected that the proposed changes will be submitted to the ACCC for consideration before the end of the year.

If you have a food product which might be affected by these changes, please let us know. For more information contact Lisa Crowe on 1800 350 520 or email lisa.crowe@australianmade.com.au.



NEW AMAG WEBSITE

The enormous traffic we are experiencing on the AMAG website coupled with the anticipated requirements associated with the launch of Australian Made Media have led to the decision to completely revamp our internet presence. The new website aims to be more user friendly and bring a fresh new look to the Campaign. The rebuild should be completed by the end of 2009 and will be launched early 2010. Stay tuned and very excited about this development because we certainly are!

The product search directory has proven to be an immensely popular resource on the website for the increasing number of people searching for Australian products. This is a great opportunity – "a free kick", for our licensees.

We will be calling upon you in 2010 to update your product information. This will ensure your product exposure is fully maximised on the new website. Do not miss out on such a great opportunity to promote your products.

AMAG EXPORT ACTIVITY CRANKS UP

AMAG's export program is now in full swing with 12 export promotions planned for the next 7 months (see table).

AMAG receives assistance from Austrade and the federal Department of Innovation, Industry, Science and Research to help promote the AMAG logo and Australian products overseas. For nominated events that AMAG is providing the branding at, we can provide a subsidy towards the cost of licensees participating in tradeshow and in-store promotions, as well as supporting PR, using AMAG Campaign Partner, Crocmedia.



AMAG licensee at Cosmoprof Asia, Hong Kong, 11-13 Nov. 2009.

EVENT	LOCATION	DATE
COSMOPROF ASIA	Hong Kong	11 - 13 Nov 2009
BIG 5 SHOW	Dubai	23 - 26 Nov 2009
G'DAY USA	Los Angeles	Jan 2010
THE FOOD EMPORIUM PROMO	New York	Jan 2010
WINTER FANCY FOOD SHOW	San Francisco	17 - 19 Jan 2010
ARAB HEALTH	Dubai	25 - 28 Jan 2010
GULFOOD SHOW	Dubai	21 - 24 Feb 2010
INTERNATIONAL FURNITURE FAIR	Singapore	9 - 12 Mar 2010
FOOD & HOTEL ASIA	Singapore	20 - 23 Apr 2010
WORLD EXPO 201	Shanghai	1 May - 31 Oct 2010
NRA SHOW	Chicago	22 - 25 May 2010
G'DAY UK	London	22 Jun - 4 Jul 2010

For further information on AMAG's export program, please visit www.australianmade.com.au or contact Ranjit Singh at the AMAG office on 1800 350 520.

Some comments by licensees who have participated in AMAG's export promotions in the last 12 months include:

"Sales increased around 10% in each country"

"Got some public relations, increased our overall sales, gained sales in new markets, received favourable comments"

"We prominently displayed the AMAG logo. Everyone was quite impressed with the logo, helped with networking and establishing distribution agents"

RESEARCH SHOWS AMAG LOGO FAVOURABLY REGARDED IN USA AND DUBAI

Recent research in the USA and Dubai by the Los Angeles based Horizon Consumer Science, reveals the AMAG logo is growing in recognition and has very favourable associations.

The Dubai research conducted in July 2009 showed that **Middle Eastern importers hold Australian products and produce in high regard.** They consider Australian made products as being high quality (60%), reliable (60%), pure and natural (56%), innovative (53%) and well designed (52%).

1 in 3 importers interviewed in Dubai expressed interest in importing Australian products if they were not already doing so. **They ranked the AMAG logo as the country of origin logo having the most appeal with 89% of importers wanting to see Australian branding on Australian products.**

Two recent studies undertaken in high profile LA and San Francisco specialist food and beverage chains following AMAG's retail promotions earlier this year showed Americans held similar perceptions of the AMAG logo and Australian products.

Australian products are considered to be high quality (67%), reliable (61%), well designed (52%) and produced with great care and craftsmanship (51%).

The AMAG logo was found to be growing in recognition. In LA, consumers were twice as likely to be familiar with the AMAG logo (27%) as the Made in China logo (14%). Not surprisingly they were most familiar with the logos for the USA (51%), Canada (44%) and Mexico (39%).

Interestingly, in San Francisco the AMAG logo (34%) enjoyed similar familiarity as the logos for Canada (36%) and Mexico (30%), which is remarkable considering the obvious proximity of the latter two countries.

Of particular note was the very high percentage of American consumers (74% of LA shoppers and 87% of San Francisco shoppers) who believed the AMAG logo captured their positive impressions of Australia.

"These research findings are very positive and illustrate that the AMAG logo is growing in awareness overseas. More importantly the AMAG logo is regarded as a very positive logo that connects people instantly with Australia. It is really rewarding to see our consistent efforts to promote Australian goods through tradeshow, advertising and in-store promotions in overseas markets are paying off," says Ian Harrison, AMAG Chief Executive.



TEN YEARS OF EXPORT AWARDS SPONSORSHIP

AMAG is proud this year to be a sponsor of the Australian Export Awards for the 10th year running.

AMAG has had a long association with the Australian Export Awards. As well as acknowledging the achievements of the country's best exporters, the awards help to raise the profile of Australian products both here and internationally, which is a great thing for the Australian economy.

Peter O'Byrne, CEO of Austrade, is pleased to have AMAG on board again as a sponsor in 2009.

"AMAG has been a great supporter of the Australian Export Awards for many years and has been working closely with Austrade for the past 5 years in selected markets to establish the 'Australian connection' of products in the overseas marketplace," O'Byrne said.

For details on the 47th Australian Export Awards, visit www.exportawards.gov.au



AMAG WISHES YOU A MERRY CHRISTMAS

2009 was a year of tremendous activity. The AMAG logo celebrated its 23rd anniversary, the global financial crisis sparked a resurgence of interest in Australian branding and AMAG reported record numbers of applications to use the logo. We also witnessed phenomenal website traffic which, with its online directory of registered products, now gets over 1 million hits per month and over 22,000 unique visitors per month.

The AMAG team wishes you all a very happy and festive Christmas and New Year and we look forward to working with you in 2010.



Australian Made Campaign Limited
Suite 105, 161 Park Street
SOUTH MELBOURNE VIC 3205

Phone: (03) 9686 1500 or

Freecall: 1800 350 520

Fax: (03) 9686 1600

www.australianmade.com.au

www.australiangrown.com.au



AUSTRALIAN MADE MEDIA BRINGS NEW MEDIA PLATFORM FOR AUSSIE MADE BRANDS

Australian Made Media P/L (AMM) is a new, information rich, fully integrated communications platform exclusively for Australian made brands which will be launched early 2010. AMM will offer users of the AMAG logo specialist media production and placement expertise and a range of strongly branded, competitively priced media packages, likely to comprise on-line, event and mass media options.

"We see the introduction of AMM as a valuable extension of the power of the AMAG logo to help licensees promote their products to consumers. It will combine the 'rational product sell' of the advertorial with the emotional hook that the AMAG logo delivers so powerfully. It will be a very effective tool in reinforcing the public's understanding of the 'Australianness' of a licensee's products and operations", says Ian Harrison, AMAG Chief Executive, on announcing the new venture.

The AMM Board is being chaired by media industry heavyweight Paul Leeds, former CEO of Starcom Australia.

"This is a very exciting initiative for us. To have someone of the calibre and reputation of Leeds brings a level of sophistication and knowledge to our operation that should be of great benefit to all those companies using and intending to use the AMAG logo to promote their products," says Harrison.

AMM has begun the search for a National Sales Director and expects to complete the appointment in early December.

A POWERFUL MARKETING TOOL

The Australian Made, Australian Grown logo is the most recognised and trusted product symbol of Australia. By using the logo on your products you will join a rapidly growing number of industry leaders and innovators who use the logo on products sold here in Australia and globally.

The Campaign promoting the logo is not-for-profit and is a collective effort to promote Australian products and produce.

An application form can be downloaded from our website at www.australianmade.com.au/join or can be faxed or emailed to you by calling the Australian Made, Australian Grown Campaign office on 1800 350 520.