



# AUSTRALIAN MADE AUSTRALIAN GROWN



## AMAG SUPPORTS \$20M BOOST FOR GLOBAL BRAND

**A**MAG has welcomed the announcement by the federal Minister for Trade, the Hon Simon Crean, that the Government will be investing \$20M to develop a powerful global brand for Australia.

This is very much what AMAG called for in its submission to the Government review last year of Australia's trade policy (the Mortimer review) and in subsequent submissions to the Minister for Trade and his agency Austrade, on the important matter of a national brand for Australia.

Australia has for too long promoted itself to the world only as a tourism destination. The time is long overdue to broaden and deepen the message to include that we are a sophisticated and innovative economy; one that produces world quality manufactured goods and also delivers world class services in areas such as education, health, project management and engineering.

Many things will contribute to the building of Australia's national brand – clear and consistent messaging will be an important foundation, and that is what the national brand project must focus on. As for the symbol to be at the centre of the new national brand, the AMAG logo is extremely well placed to be endorsed as that - there is no need to re-invent the wheel.

**Just as the maple leaf effectively connects with Canada, whatever being 'Canadian' then stands for, so the stylised kangaroo in the triangle effectively connects with Australia, whatever being 'Australian' then stands for. That is the simple but very important job of a country of origin logo – establishing the connection.** The AMAG logo very effectively does this for Australia; and has been doing so in global markets for 23 years.

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An important issue is the process the Government will be following in the national brand project. It is understood that a major ad agency will be retained to assist the Government with this project.

This is probably a good idea but unless guided appropriately, it would not be surprising for such a process to result in a new symbol being recommended – after all that's a significant part of what ad agencies do and the attraction of an addition to the corporate CV will not go unrecognised.

But the collective investment by the private and public sectors in the AMAG logo over the past 23 years, which runs into the hundreds of millions of dollars, coupled with its massive market capital, extensive global use and enormous trust and recognition, must not be undervalued.

For a copy of AMAG's submission to the Government (Austrade) on the development of a national brand for Australia, contact the AMAG office on 1800 350 520.



*A good example – branding for 'Australian' pavillion, Gulfood Show, Dubai 2010.*

## MORELAND CITY BECOMES A CAMPAIGN SUPPORTER

Moreland City recently took its commitment to Australian manufacturing to a higher level by joining AMAG as a Campaign Supporter. Moreland City now joins a growing list of councils supporting the AMAG logo, including the Cities of Ballarat, Melbourne, Hume, the Rural City of Horsham and Mornington Peninsula Shire.

The appointment was acknowledged at a ceremony at Silver Lynx Furniture in Glenroy, attended by the Hon Richard Marles, Parliamentary Secretary for Innovation and Industry and the Mayor of Moreland, Councillor Lambros Tapinos.

"By becoming a Campaign Supporter, Moreland is making a strong statement about its support for local industry, and we are very proud to be working together," said Ian Harrison, AMAG Chief Executive, at the official launch.

"Councils can assist local manufacturing and local food production by encouraging small business ideas and innovation. The AMAG campaign is part of the overall program to re-establish Australia's viable manufacturing and primary prowess for quality, of which we can be proud," said Councillor Tapinos at the launch.



Ian Harrison, Simon Bowler, GM, Silver Lynx Furniture, Cr. Lambros Tapinos, Hon. Richard Marles, Peter Brown, CEO, Moreland City Council

## PROMOTION OF LOGO EXCEEDED \$3M IN VALUE

The total value of AMAG's marketing campaign in 2008/09 came to more than \$3M. Much of this value comes from community service airtime given to us by a wide range of TV and radio stations and outdoor advertising providers such as APN. AMAG would like to acknowledge its media partners, and in particular Starcom, for their huge support in 2008/09.

In addition to AMAG's own efforts, the logo has also been massively promoted by licensees, Campaign Partners and Campaign Supporters in their own advertising and promotional activities. This collective marketing effort, which continues to grow as more licensees join the Campaign, further reinforces the remarkably high level of consumer recognition and trust in the symbol.



AMAG licensee National Foods at the Winter Fancy Food Show, San Francisco, January 2009.

## AMAG'S SUPPORT ASSOCIATED WITH \$30M IN EXPORT SALES

In 2007, AMAG entered into a 3-year project with the federal Government's Department of Innovation, Industry Science and Research (DIISR) aimed at boosting licensee's export sales through use of the AMAG logo. The principal activities engaged in during 2008/09 were trade shows and retail promotions, with supporting PR, in markets in the USA, Canada, Dubai, China, Hong Kong, Singapore and the UK.

The overall program involved expenditure of \$2.2M (of which \$905K came from DIISR) in 2008/09, and the 60 AMAG licensees that participated in 1 or more of the 5 retail promotions or 10 trade shows generated in excess of \$30M of actual or anticipated export sales out of those events. This represents a significant return on investment.

AMAG continued to work closely with Austrade throughout 2008/09.

To find out more about the AMAG export project and how it can help your business, or to get a copy of the full report on the export project for 2008/09 submitted to DIISR, contact Ranjit Singh at the AMAG office on 1800 350 520.

## UPCOMING DOMESTIC AND EXPORT EVENTS SUPPORTED BY AMAG INCLUDE:

### Export

- **Cosmoprof Asia Show**, Hong Kong, 11 – 13 Nov 2009 (cosmetics, beauty, health & wellbeing products)
- **Big 5 Show**, Dubai, 23-26 Nov 2009 (building & construction products)

### Domestic

- **Fine Food Australia**, Sydney, 7 – 10 Sept.
- **Australian Foundry Industry Conference**, Melbourne, 27 – 30 Sept.
- **Economic Development Conference**, Melbourne 29 – 30 Sept.
- **Australian Furniture of the Year Awards**, Perth, 17 Oct.
- **Master Builders Conference & Awards**, Gold Coast, 5 – 7 Nov.
- **Australian Export Awards**, Canberra, 19 – 20 Nov.



## LABELLING – THE FIRST PLACE CONSUMERS LOOK

A survey conducted by Roy Morgan in July 2009 revealed that 82% of Australians look at the product label to find out whether something is Australian made. The survey also revealed that 85% of consumers trusted the AMAG logo over other country of origin identifiers such as flags, maps and pictures of animals, even the words 'Made in Australia'.

When 65% of survey respondents consciously buy Australian made or grown products whenever possible or often, and they go straight to the label (front and back) to determine a product's country of origin, it stands to reason that if you haven't got the most trusted product symbol of Australia, the AMAG logo, on your product, you are not helping consumers exercise their preference for Australian products.

If you are a licensee who is already paying to use the AMAG logo on your product, make sure it is right there on your product's label so you can get the full benefit. Next time you re-design your packaging, make sure you feature the AMAG logo in a prominent position.



Three good examples - spot the similarity:  
Birds Eye Oven Bake Chips sold right here  
Murray River Salt sold here and around the world  
Snowy Mountain spring water sold here and throughout Asia.

If you are concerned that the logo does not match your product's colours or look, are you aware that the colours of the logo can be altered to suit your product? To find out more about how the logo can be used to work with your product, please contact Rebecca Bartels at the AMAG office on 1800 350 520.

## MY EXPO PRESENTS THE AUSTRALIAN MADE EXPO



An Australian Made Expo will be held in Sydney at the Convention and Exhibition Centre, Darling Harbour, 15-17 January, 2010, giving businesses a unique opportunity to showcase their products and produce directly to the public in an environment where everything on display is Australian. The organisers and promoters of the event, MyExpo P/L, are expecting between 80,000 and 100,000 visitors to attend.

MyExpo is a privately owned exhibition and tradeshow company. AMAG has entered into a license agreement with MyExpo to allow use of the AMAG logo as the branding for the event. This agreement also specifies that only licensees of AMAG can participate.

If you want to know more about the Australian Made Expo visit [www.australianmadeexpo.com.au](http://www.australianmadeexpo.com.au). If you want to exhibit at the Australian Made Expo, email your details (name, company name, contact number and postal address) to [info@myexpo.com.au](mailto:info@myexpo.com.au) or phone MyExpo on 02 9531 8396.

## INTEREST IN AMAG CAMPAIGN ESCALATES

The number of new businesses joining the campaign increased by a phenomenal 46% in the 2008/09 financial year. The total number of licensees registered with AMAG also increased dramatically by an impressive 15% over the 12 months. The number of licensees is now some 90% above what it was 5 years ago.

Consumer interest in the campaign also escalated with the average number of hits per month to the AMAG website being 951,004 in the 2008/09 financial year compared to 474,149 hits in the 2007/08 financial year. The number of unique visits to the website also increased dramatically. In the 2008/09 financial year there was an average of 21,795 unique visits per month, more than twice the figure in 2007/08.

"Now is the time to promote your products as Australian made or grown. Consumer interest in Australian goods is high and you'd be mad not to take advantage of this by making it easy for consumers to find your products", says Rebecca Bartels, AMAG's Communication and Marketing manager.

"Make sure the AMAG logo is very obviously displayed on your products and if not, make it a priority to do so when you next update your packaging".

With the website experiencing a continual increase in traffic, ensure your details and product information are up to date, especially information about where consumers can buy your goods. To do this, simply log into the licensee area of the website using the username and password provided by AMAG. If you need assistance call the AMAG office on 1800 350 520.

## AMAG PROMOTES THE FURNITURE AND BEDDING INDUSTRY



Maria McLeod from Colby Furniture accepts the award from Vlad Jurkiw.

Australia's largest furniture and bedding trade fair, Furnitex was held in Melbourne in July with a record number of Australian manufacturers represented. Extensive promotions by AMAG helped raise the profile of the Australian made products on offer.

AMAG was proud to sponsor the 'Excellence in Design & Manufacture of a Lounge Suite – Fabric' award, which was presented at the Furnitex Gala. Congratulations to all finalists and especially Colby Furniture who took out the award for their Eaton Collection.

We are now looking forward to the Furniture of the Year Awards to be held in Perth in October. AMAG is a bronze sponsor of these national awards.

AMAG is also involved with the state-based Furniture Industry Association of Australia bodies in the Furniture Industry Awareness Campaign (FIAC), an exciting initiative to raise public awareness of the tremendous depth and quality of the Australian furniture and bedding industry. The FIAC is sponsoring the Student Design Scholarship at FOTYA.

Licensees are encouraged to advise AMAG of any achievements or success stories in the furniture and bedding industry. Please email [rebecca.bartels@australianmade.com.au](mailto:rebecca.bartels@australianmade.com.au) or call Rebecca on 1800 350 520.



**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](http://www.australianmade.com.au)  
[www.australiangrown.com.au](http://www.australiangrown.com.au)

## NEW MERCHANDISE NOW AVAILABLE

Using the AMAG logo boldly and aggressively makes business sense and licensees can now make an even bolder statement in showrooms, at exhibitions or through their retailers, with new A1-sized posters. The new posters are priced just \$24.97 per pack of 5 (includes freight, handling, storage & GST) and can be ordered via the Longbeach Printing order form on our website, [www.australianmade.com.au](http://www.australianmade.com.au)

Don't forget there is a full range of merchandise, including stickers, swing tags, bottle neck tags and pyramids also available via the order form on our website, [www.australianmade.com.au](http://www.australianmade.com.au)

Businesses with very limited merchandise requirements can place one annual order of less than \$20 directly through AMAG by ringing the AMAG office on 1800 350 520.



## NEWS FROM THE AMAG TEAM



Congratulations to our Marketing and Communications Manager, Vibeke Stisen, and husband Chris, on the arrival of their first child, Freya Stisen Billing, on 8 July. Vibeke is on maternity leave until later this year.

At the end of July AMAG was sad to farewell Trinh Nguyen, who came to AMAG as a trainee in 2005. Trinh was the PA to Ian Harrison, AMAG's Chief Executive, for her last 2 years. In her place, AMAG would like to welcome Audrey du Buisson Perrine as Ian's new PA. Audrey comes with extensive experience in supporting senior executives, most recently with Henkel Australia.



## 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](http://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.