



AUSTRALIAN MADE AUSTRALIAN GROWN

LICENSEES KEEN EXPORTERS WITH POSITIVE VIEWS ON FUTURE: SURVEY

A recent survey conducted among Australian Made, Australian Grown Campaign (AMAG) licensees by Roy Morgan Research has found that AMAG licensees are keen exporters, with 44% of all licensees active in export markets and another 16 percent intending to start exporting within the next 12 months.

“The survey findings are encouraging because they clearly show that AMAG licensees are active and successful exporters who have a good understanding of how the logo can assist in selling their products. They recognise that the logo sends a signal to consumers in markets everywhere, from Bangkok to Berlin, Canberra to Chicago, that their product is Australian and quality,” says Ian Harrison, Chief Executive of AMAG.

More than 1100 licensees covering a wide range of industries participated in the survey. Key findings from the survey included:

- ▲ 44% of licensees currently export and another 16% intend to do so soon
- ▲ Of those who already export, more than 40% have experienced an increase in their most important export markets over the last 12 months, while only 16% have experienced a decrease
- ▲ The top five export markets for licensees are (in order): New Zealand (40%), United States of America (31%), UK/England (25%) and China (16%) with Japan and Singapore (15%) sharing the top five spot
- ▲ Most AMAG exporters believe quality is the key selling point of their products
- ▲ The most commonly exported goods include clothing/textiles, processed foods and health products/pharmaceuticals
- ▲ 70% of licensees expressed an interest in participating in AMAG's export promotions
- ▲ Licensees believe the most beneficial export promotions are trade shows. They also expressed an interest in AMAG working with groups such as Austrade to coordinate shows.

“The survey findings give us a great insight into the markets and types of export promotions that will be most beneficial to our licensees. AMAG has already conducted a wide range of export promotions, many working closely with Campaign Partner Austrade, in markets in North America, Asia and the Middle East,” says Ian Harrison.



AMAG's export promotions include participation in trade shows and the promotion of products in-store.

AMAG's export project is partly funded by the Federal Government under a \$2.7M three year agreement signed in 2007 to “build export sales, by both existing and new exporters, using the Australian Made, Australian Grown Logo.” AMAG is required to provide matching funds so that the program will total in the order of \$5.4M over the three years.

UPCOMING AMAG SUPPORTED EXPORT PROMOTIONS INCLUDE:

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)

AND THE WINNER IS...

As a thank-you for participating in the survey, AMAG offered a gift basket as a prize to one lucky survey participant. The winner of the prize, full of Australian goodies and created by licensee Breda's Delightful Baskets, was Tamar Industries' Alex Keravcin. Congratulations!

AMAG would like to sincerely thank all those businesses who participated in the survey.

CAMPAIGN EXPERIENCES RAPID GROWTH



Businesses have been rushing to use the Australian Made, Australian Grown logo in 2009, with the number of new businesses joining the campaign almost twice as high as in previous years. Uncertainty over the direction of the global and Australian economies, consumer backlash against businesses moving production overseas and the resultant push to buy Australian made are certainly contributing factors to the enormous growth, says Ian Harrison, Chief Executive of AMAG.

"I think consumers are seeing a greater need to invest in the Australian community. They are thinking more about how they spend their money and the impact their spending has on our economy and local jobs. Businesses read this and recognise it is a great time to promote more aggressively that their product or produce is Australian – it simply makes good commercial sense. Consumers are clearly looking for goods that are made here, and manufacturers, processors and growers need to make it easy for consumers to find these goods," says Ian Harrison.

The recent increase in interest in Australian made and grown is also reflected in a dramatic rise in the number of hits to the Australian Made, Australian Grown website. The website, which contains a listing of all products registered to carry the logo, is receiving more than 1 million hits per month, having peaked at 1.5M in March this year.

Licensees are encouraged to take advantage of this powerful tool by including as much relevant information as possible on their website page(s). To add product information, images or details of where consumers can buy their goods, licensees should simply log into the licensee area using the username and password provided by AMAG. Licensees who need assistance should call the AMAG office on (03) 9686 1500.



HUME CITY JOINS AS CAMPAIGN SUPPORTER

Hume City has taken its commitment to Australian manufacturing excellence to a new level by joining the Australian Made, Australian Grown Campaign as a Campaign Supporter.

The appointment was acknowledged at a brief ceremony at licensee Kelly & Windsor, manufacturer of world class alpaca bedding, and attended by Senator the Hon Kim Carr, Minister for Innovation, Industry, Science and Research and Councillor Jack Ogilvie, Mayor of Hume City Council.

"Hume has a strong manufacturing base with good infrastructure. The Council is known for its understanding of the importance of the manufacturing industry to the local economy and the ongoing prosperity of the community. By becoming a Campaign Supporter, Hume is now making a strong statement about its commitment to the local industry and we are very proud to be working together," said Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign, at the official launch.

Hume's announcement was welcomed by Senator Carr.

"My personal view is that we should all buy Australian whenever we can. That's why I wear Australian-made suits and drive an Australian-made car. We should be using government procurement to support local jobs and businesses wherever we reasonably can. We should also be using it to drive innovation. Like Hume City Council, we are true believers in Australian Made," said the Senator.

Hume joins the City of Ballarat, City of Melbourne, the Rural City of Horsham and the Mornington Peninsula Shire as Campaign Supporters. A number of other councils, including Moreland, will officially join shortly.



Kelly & Windsor's Trevor Beuth with AMAG Chief Executive Ian Harrison, Councillor Jack Ogilvie and Senator Kim Carr.

MEDIA PROMOTION OF LOGO IN 2008/09 SET TO REACH \$3M IN VALUE

As a new financial year starts, AMAG can look back on a good year of marketing and communication achievements. Overall, the value of the marketing campaign of the logo is likely to reach close to \$3M for the year and has included extensive coverage on national radio, TV, print, bill boards and in cinema. This of course doesn't include editorial coverage or the massive promotion of the logo by licensees and Campaign Partners.

"A number of new advertisements were introduced this year and have been well received by consumers. They included two new television commercials and two new radio advertisements, encouraging businesses to use the logo and consumers to look for the symbol to find the Australian made and grown goods we know they prefer to buy," says AMAG Marketing & Communications Manager, Vibeke Stisen.

The promotion of the logo also included a strong print media campaign across both industry and consumer publications, with an 8 page insert in *The Age* and *Sydney Morning Herald* a highlight.

"The past year has seen a strong growth in the number of businesses joining the campaign as well as interest from consumers and media. The AMAG message has been

communicated through a wide range of channels and it has been fantastic to see the aggressive and effective use of the logo in advertising by licensees and Campaign Partners

over the past 12 months. The collective marketing effort has been boosted tremendously by businesses such as Harvey Norman (Furn & Bedding) and Bev Marks Beds Aust in particular," says Vibeke Stisen.

The AMAG logo celebrates its 23rd birthday this year and is now recognised by 98% of consumers and trusted over any other Australian country of origin identifier by 86%, making it a powerful tool for marketers to effectively brand their goods as Australian.

AMAG would like to thank its media partners, including a wide range of TV and radio stations and outdoor advertising providers such as APN, for their strong support over the past year.



NEW ADVERTISEMENT ON AIR

The Australian Made, Australian Grown message continues to be pushed through a wide range of media. June saw the launch of a new radio advertisement, focused on the benefits of buying Australian made furniture and bedding. The 30 second radio advertisement has aired nationally in a radio campaign worth close to \$100K in June and will continue to encourage consumers to consider the many benefits of buying locally made, high quality furniture and bedding.

The 'Australian Grown' animated TV advertisement, featuring an Australia-shaped tree, has also been attracting attention through a national TV campaign in June. The TV advertisement highlights the great Australian produce available to consumers and encourages Australians to buy goods that are "grown in our own backyard". The TV campaign in June was valued at close to \$140K.



BLUESCOPE STEEL NEW CAMPAIGN PARTNER

AMAG is proud to welcome Bluescope Steel as a Campaign Partner.

"BlueScope Steel is Australia's largest steelmaker, with a manufacturing and marketing footprint spanning Australia, New Zealand, Asia and North America. The top 100 ASX listed company now employs over 20,000 people across 17 countries and in calendar year 2008 produced 6.5 million metric tonnes of steel. We're thrilled to welcome such a significant player in the Australian manufacturing industry as a Campaign Partner," says Ian Harrison, Chief Executive of AMAG.

Bluescope Steel joins Campaign Partners Aurora Community Channel, Austrade, AUSVEG, Bev Marks Bedding Australia, Caterpillar Underground Mining, Coles, Crocmedia, Harvey Norman (Furniture and Bedding Division), Forty Winks, Purely Australian, Qantas, Roy Morgan Research and Woolworths.

Bluescope's decision to become a Campaign Partner in addition to being a licensee reflects an intention to use the AMAG logo in an exciting corporate branding program being developed.



Tradeshows play an important part in reaching retailers, buyers and manufacturers and AMAG participates in a number of key expos throughout the year. Most recently, AMAG participated in National Manufacturing Week/Austech alongside a number of licensees.

In July, AMAG will once again sponsor Furnitex, Australia's most important trade only exhibition focused on furniture and bedding.

"This year's Furnitex will see close to 60 local manufacturers exhibit and send an important message to retailers about the quality and availability of great, locally made products. AMAG has been involved in Furnitex over a number of years and is delighted to continue its support for this important event," says Ian Harrison, Chief Executive of AMAG.

A range of merchandise is available for licensees to borrow for specific promotions and participation in trade shows.

Licensees wishing to borrow merchandise such as flags and banners should contact the AMAG office on (03) 9686 1500 as soon as possible to ensure merchandise is available at the required time.

AMAG WELCOMES NEW STAFF MEMBER

AMAG is delighted to welcome Rebecca Bartels as Marketing and Communications Manager for the next six months. Rebecca brings with her strong marketing and communications experience and will be managing all aspects of promoting the Australian Made, Australian Grown Logo while Vibeke Stisen is on maternity leave.

"I am sure all licensees and stakeholders join the AMAG team in wishing Vibeke and husband Chris all the best for the arrival of their first child," says Ian Harrison.

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.



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