



AUSTRALIAN MADE AUSTRALIAN GROWN

G'DAY USA KICK-STARTS EXPORT PROMOTIONS FOR 2009

The annual promotion of all things Australian recently captured the imaginations of American consumers with the January 2009 G'Day USA celebration showcasing the best of Australia through a wide range of events and promotions. The celebration has become the largest foreign country promotion in the US with more than 15,000 participants last year.

As part of the month long celebration, the Australian Made, Australian Grown Campaign (AMAG) was again heavily involved in promotions of Australian products and produce in selected specialist food and beverage retail stores as well as the major winter Fancy Foods Show.

"G'Day USA is a fantastic promotion for Australian products and produce. AMAG has been involved for a number of years now, both as a sponsor of various events such as Fancy Food but also by promoting licensee products in a number of prominent retail stores," says Ian Harrison, Chief Executive of AMAG.

"The US market provides great opportunities for Australian producers and it makes good sense for Aussie exporters to readily identify their products and produce as Australian so as to benefit from the positive image Americans have about 'things Australian'. This is exactly what the AMAG logo does and it is why we are undertaking such promotions," adds Ian Harrison.

The Fancy Food show, sponsored by AMAG, attracted food and wine trade contacts, executive chefs, caterers, large distributors, small specialty importers and trade media from across the US, while special in-store displays and demos promoted Australian goods in San Francisco's renowned Andronico's Market, Bristol Farms in Los Angeles and The Food Emporium in New York.

The promotions were further strengthened by the US focused AMAG website, www.australianmade.us, which includes product information and details of where to get the products featured in our promotions and which are licensed to carry the AMAG logo. Products promoted included beer, cheeses, olive oil, tuna, macadamia nuts and muesli, meats, seafoods and specialty sauces.

"The interest in Australian products from media, retailers and consumers was fantastic. Many participants established important relationships and contracts with key buyers. A number of additional US retail promotions are in the planning for this year and I am sure these will be just as beneficial for licensees," says Ian Harrison.

AMAG's involvement in the 2009 G'Day USA is part of its broader program of promoting Australian products and produce in North America, Asia and the Middle East – previous US retail promotions have included leading retailers: Whole Foods (New York), Balducci's (Washington/New York), Citarella (NY) and Gelson's (LA) as well as Bristol Farms (LA).

AMAG's export campaign commenced in 2004 with a grant from the federal Government and was recharged in December 2007 when the Campaign welcomed the announcement of a further AUD\$2.7 million export grant. The three year grant is assisting AMAG to promote Australian products to consumers around the world, using the famous kangaroo in the triangle logo.

For more information about upcoming export promotions, please read articles on page 2.



Shoppers in Los Angeles get a taste of Australia in Bristol Farms.



Promotion in NY's Food Emporium during January 2009.



The Fancy Food show attracted thousands of visitors.



COSMOPROF HELPS LICENSEES BREAK INTO EXPORT MARKETS

For the 17 licensees who participated in the 2008 Cosmoprof Asia beauty expo in Hong Kong, last year finished on a high note. The trade show is the largest in Asia for the beauty and natural health sectors and this year attracted an estimated 39,000 international visitors.

As a result of their participation in the show, the licensees expect sales of \$2.3M in 2008/09 from the Hong Kong/China region. Licensee products included cosmetics, perfumery and toiletries, professional beauty salon products and equipment, packaging, raw materials, machinery, private label and contract manufacturing, hair products, equipment, salon furnishings and natural health products.

COLES INTRODUCES AUSTRALIAN GROWN REGIONAL BRANDING

Coles Supermarkets, an AMAG licensee and Campaign Partner, recently introduced a program of using the green and gold triangle logo in its weekly catalogues, print advertising and in-store to offer more information to customers about the origin of fresh food.

"We know that buying Australian grown fresh food is important to our customers and over the course of the year 97% of the fresh produce sold in our supermarkets is home grown. We are committed to sourcing local produce, meat, deli and dairy, where possible, so customers can enjoy quality Australian fresh food and support local farmers, producers and growers," says Peter Pokorny, Coles' General Manager Fresh Produce.

The logo will indicate to customers where their meat, fruit and vegetables have originated and the introduction is warmly welcomed by AMAG.

"We always encourage licensees to use the logo boldly and aggressively and this new initiative by Coles will not only help its customers easily identify goods that are processed or grown here, but also give more information about the state or region the good is from," says Ian Harrison, Chief Executive of AMAG.

LICENSEES SHARE IN CONSTRUCTION BOOM IN THE GULF

As the construction boom in the Gulf region continues, so do the opportunities for Australian businesses to participate in the more than 250 major civil construction projects (worth nearly \$120 billion) across the region. A number of licensees participated in the November 2008 Big 5 Show, the largest show for the building and construction industry in the Arabian Gulf, to take advantage of the opportunities.

For the sixth year running, AMAG worked with Master Builders Australia to assist participants in clearly promoting themselves as Australian using the Australian Made, Australian Grown logo as a point of differentiation.

UPCOMING PROMOTIONS

Upcoming export promotions planned for the AMAG export project and made possible by a federal government grant received in 2007 include:

February 23-26, 2009: Gulf Food Show (Dubai). The largest and most important food industry trade show in the Middle East.

May 6-9, 2009: HOFEX (Hong Kong). Food industry trade show.

May 16-19, 2009: NRA Show (Chicago). The National Restaurant Association Show is the largest and most comprehensive gathering of restaurant, foodservice, lodging and retail professionals in the world.

June 2009: R. Field/Foodland promotions (Honolulu). In-store retail promotion of Australian products and produce.

June 28-10, 2009: Summer Fancy Food Show (New York). North America's premier showcase for the food and beverage industry.

For more information about AMAG's export promotions and how to participate, please contact Export Manager Ranjit Singh via email Ranjit.singh@australianmade.com.au

AURORA JOINS AS CAMPAIGN PARTNER



AMAG is proud to welcome Aurora Community Channel as a new Campaign Partner. As a not-for-profit independent channel, Aurora broadcasts 100% Australian content only, showcasing the work of independent and community program makers. Aurora is committed to screening interesting, diverse and innovative content to encourage awareness and understanding of community issues and interests.

"We are enormously proud to be associated with such a wonderful initiative as Australian Made. We are in a rare position of having so much fantastic content that is all Australian made; it's a tribute to the hard working program producers around Australia who make Aurora such a unique television destination," says Aurora CEO, Phyllisse Stanton.

"The iconic green and gold logo of Australian Made stands as a premium mark of quality and integrity. The Australian Made kangaroo hopping around Aurora acknowledges our amazing home grown talent and lets all know that Aurora is a place to have your voice heard and to hear the voices of your fellow Australians."

Aurora is available on FOXTEL, AUSTAR and Optus TV featuring FOXTEL Digital on channel 183 and to all digital subscription TV subscribers on the basic tier.

For more information about Aurora, please visit www.aurora.tv

2009 MEDIA COVERAGE OFF TO A GOOD START

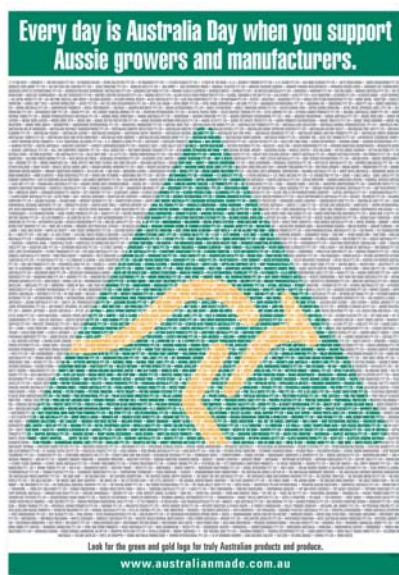
The year has started well for the Australian Made, Australian Grown Campaign with substantial positive media coverage in December and January. Our message, encouraging consumers to look for products that carry the green and gold symbol, was covered extensively in national print, radio and TV. The online directory of licensed products was promoted during interviews and the strong coverage resulted in more than 26,000 unique visitors to the website and close to 900,000 hits in January alone.

"During December and January AMAG conducted more than 22 interviews with key media and the results have been fantastic – both in terms of raising the awareness of the logo and informing consumers about the importance of buying Australian made and grown goods. To further strengthen the PR messaging, AMAG also works closely with media partner Starcom on paid advertising campaigns," says Vibeke Stisen, Marketing Manager of AMAG.

Current campaigns include the newly launched Australian Grown TV commercial featuring AMAG Ambassador and 2008 Australian of the Year, Lee Kernaghan, a TV advertisement featuring Harvey Norman's Gerry Harvey promoting the benefits of buying Australian made furniture and, finally, a general advertisement encouraging consumers to look for the logo and businesses to register to use the logo on products sold here and internationally.

Print advertising spans a number of key target markets and included a special Australia Day message with full page advertisements featuring the names of all licensees.

AMAG's PR activities here and in the US are managed by Campaign Partner Crocmedia.



Australia Day advertisement featuring names of all licensees.

LEE KERNAGHAN FRONTS NEW AUSTRALIAN GROWN AD

2008 Australian of the year and country music legend Lee Kernaghan has thrown his support behind the Australian Made, Australian Grown Campaign, by appearing in a television commercial encouraging all Australians to look for the green and gold kangaroo symbol when they go shopping to support our local farmers and fishermen.

Lee Kernaghan was recently appointed an Ambassador of the Australian Grown brand and will continue to encourage consumers to help our local growers and processors by buying products that carry the green and gold logo.



Lee Kernaghan during the filming of the new advertisement.

AMAG BOARD APPOINTED

Australian Made, Australian Grown Campaign's AGM was held in late November 2008. AMAG would like to thank each member of the Board for their continued and strong support:

Mr Robert Gerard AO (Chairman)

Chairman and Managing Director
Gerard Corporation Pty Ltd

David Gray AM (Deputy Chairman)

Managing Director
David Gray & Co. Pty Ltd

Neil Summerson FCA (Treasurer)

Company Director
Leyshon Corporation Limited

Kevin MacDonald

Managing Director and CEO
NSW Business Chamber Limited

Peter Anderson

Chief Executive Officer
Australian Chamber of Commerce and Industry (ACCI)

Robert Hutchinson

State Manager, Queensland
Davco Construction Materials Pty Ltd

Julia Banks

General Counsel,
GlaxoSmithKline

Glenn Cooper

Executive Chairman
Coopers Brewery Limited

Charles Burke

Vice President
National Farmers Federation



CAMPAIGN SUPPORTER PROMOTES BUSINESSES OVERSEAS

Campaign Supporter Horsham Rural City Council recently promoted local Horsham businesses at the International Trade Fair in Kunming, south west China. The Australian Made, Australian Grown logo was used extensively to promote these businesses and much interest was generated.

"Our site featured grain and produce, mineral sands, Lowan Whole foods, Clyne Foods, Norton Estate wine, Wimmera Health Care Group, University of Ballarat, information on manufacturing, education, health, tourism and business support, Australian Made Campaign material, together with Sherrin footies, Australian and Horsham flags, banners and drop boards. Several opportunities for local product and resources became evident," says Tony Bawden, Horsham Rural City Council's General Manager for Corporate Services & Economic Development.

Horsham is one of five local councils or shires working with AMAG to show its support for local manufacturers and growers.

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 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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