



AUSTRALIAN MADE AUSTRALIAN GROWN

EXPORT CAMPAIGN RENEWED

In November the Campaign signed a new agreement with the federal Government Department of Innovation, Industry, Science and Research to “build export sales, by both existing and new exporters, using the (Australian Made, Australian Grown) logo”.

This is an exciting project for the Campaign and Australian exporters because it is all about further strengthening the impact of the symbol that for 21 years has helped build the presence of Australian goods in international markets.

The project will involve a series of promotional activities in selected overseas markets and also the domestic Australian market. Its success will be measured by the increase in sales of products using the logo in those markets. Embedding the logo into the export strategy of exporters and trade promoters such as Government and associations/grower groups, is the broader objective – establishing it as the de facto country of origin product symbol for Australia.

The project will run for three years and the initial countries identified in the grant deed include the USA, Canada, the United Arab Emirates and Thailand. With funding and in-kind support from the Government, the Campaign and exporters, the project will total in the order of \$5.4M over the 3 years.

Consideration will be given to alternative markets if opportunities are identified by the strategic partners the Australian Made, Australian Grown Campaign will be working with - subject to approval by the Department.

One such partner is Austrade and a range of retail promotions in high-end specialty food chains across the USA, to be supported by PR generated by another of the Campaign’s USA partners, Crocmedia, is already on the drawing boards. Information will be sent to all licensees as soon as the schedule is finalised.

The detail of the three year campaign is being developed now and information will be sent to licensees advising them of opportunities as they emerge.

An early deliverable in the project is to accurately identify the export activities of Campaign licensees. A telephone survey to gather this information is being undertaken in late February.

LICENSEE EXPORT SURVEY

Licensees will shortly be contacted by telephone to take part in a survey about their export activities or intentions.

The survey is part of our export promotion project and will provide us with valuable information to better assist licensees market their products overseas. We are required to do this survey each year as part of our funding agreement with the federal Government.

The survey will only take about 5 minutes to complete. Companies participating in the survey will be placed in a draw to win an Australian made gourmet food hamper.

For more information, please call Lisa Crowe on 1800 350 520.

AUSTRALIAN MADE PROMOTED IN DUBAI



Keith Stubbs (far right) is pictured with licensees at the Big 5 Show (L to R) Stephen Newling, Lanotec Australia, Karim Muri, Air-Cell Insulation and Sherene Saw, Adis Automatic Doors.

The Australian Made logo was prominently displayed by Master Builders Australia at the Big 5 Show in Dubai late last year.

The Big 5 Show is the largest building and construction show in the Middle East with 3,000 exhibitors and 50,000 professional visitors over five days.

Keith Stubbs, National Manager of the MBA’s International Division, arranges the Australian Pavilion at the Big 5 Show.

“The Australian Made logo always attracts a lot of attention during the show. I really believe that exhibitors that display the logo have a competitive edge over products from other countries,” says Keith.

The Australian Made Campaign has been a strong supporter of Master Builders International Division since 2000.

More information about Master Builders’ export missions is available from Keith Stubbs on phone (03) 9411 4555 or by email kstubbs@mbav.com.au

AUSTRALIAN PROMOTION IN THE US A SUCCESS

Growing from its inception in 2004 and celebrating its fifth year of success, Australia Week is now arguably the largest foreign country promotion held annually in the United States and the Australian Made, Australian Grown Campaign was once again actively involved in the January 2008 event.

The G'Day USA promotion showcased all things Australian from trade and investment, food and wine, film, arts, fashion, lifestyle, to indigenous culture and tourism. The famous green and gold kangaroo symbol featured heavily in supermarket promotions and trade events as Australia's product and produce symbol.

"The promotions in the US are important to us. We have participated for several years now and our research shows that American consumers are very interested in Australian goods," says Australian Made, Australian Grown Campaign Chief Executive Ian Harrison.

"Last year's month long promotion in high-end speciality food chain Bristol Farms in Southern California proved very successful for our participating licensees. This year we repeated those promotions but also added another high end chain, the Citarella stores in New York."

2007 promotions in Bristol Farms saw Australian wine sales increase by 272 per cent, Australian beer sales by 138 per cent and some speciality items experienced increased sales by more than 700 per cent. Bristol Farms was so impressed with

the results of last year's promotion that 40 per cent of the products promoted then are now included as permanent lines on the shelves.

"Shelf space in supermarket chains like Bristol Farms and Citarella represents a big step forward for many Australian producers, especially specialty food producers, who often find it difficult to get into main stream retail outlets. The promotions in US continue to present Australian manufacturers, producers and processors with a unique opportunity to break into important new markets," says Ian Harrison.

Some 40 Australian food manufacturers and 50 Australian wine labels participated in the Citarella and Bristol Farms promotions, which have been facilitated by AMAG Campaign Partner Austrade.

Australian food and beverage manufacturers also enjoyed promotions to key US buyers at the Winter Fancy Food showcase, a trade event held in San Diego during G'Day USA. The promotional program also included gala dinners, fashion shows, art shows, financial seminars, a cricket "ashes" match and an Australian innovation showcase.

To learn more about how to become involved in the Campaign's export projects, please contact the Campaign office on (03) 8662 5390.

G'Day USA is a joint initiative of the Department of Foreign Affairs and Trade, Austrade, Qantas and Tourism Australia.



TV CAMPAIGN

The logo has been screened heavily on TV over the past few months (4406 spots from beginning of October to end of December on metropolitan and regional TV), and will now increase its on-screen presence with the new animated advertisement due to feature even more strongly during primetime TV in the coming months.

The highly regarded animated 'Australian Grown' TVC will be featured on channels 7, 9 and Ten during March as part of the 'Australian Grown' PR campaign funded by the federal Dept of Agriculture. The screening schedule exposes consumers to the advertisement during some of the most popular viewing times.

"Our advertisements have been well received and the support from TV stations has been tremendous. The number of products carrying the logo continues to grow rapidly and this new paid TV advertising campaign focussed on 'Australian Grown' will strengthen the message to consumers that there is a great range of Australian produce and products available, and that our logo is the best way to identify these truly Australian goods," explains Campaign Marketing and Communications Manager Vibeke Stisen.

New large outdoor bill boards are currently in production and will be used Australia-wide during 2008, while radio advertisements are already on air and will continue to be so throughout the year.

For a list of scheduled advertisements, please contact Vibeke Stisen at the Campaign office on (03) 8662 5390.



BOARD WELCOMES NEW DIRECTORS

The Australian Made Campaign Limited is proud to welcome two new members of the Board, Glenn Cooper and Charles Burke.

Glenn Cooper is the Executive Chairman of South Australian brewery Coopers and, with his role also as Marketing Director at Coopers, brings important strategic business skills to the Campaign.

Charles Burke, Vice President of the NFF joins the Board having been nominated by the National Farmers' Federation. With the expansion of the logo into the Australian Grown arena, further Board appointments from this big and diverse sector of the Australian economy are planned.

Neville Sawyer did not seek re-election at the AGM, and in February 2008, the Board accepted Peter Hendy's resignation as a Director following his resignation as Chief Executive Officer of the Australian Chamber of Commerce and Industry to take up the position of Chief of Staff with the leader of the Federal Opposition, the Hon Brendan Nelson.

Both Peter Hendy and Neville Sawyer are leaving the AMCL Board after several years as Directors. The Campaign thanks both for their strong support and their valued contribution to the Board.

The AMCL Board as of February 2008 is:

Mr Robert Gerard AO (Chairman)
Chairman and Managing Director
Gerard Corporation Pty Ltd

David Gray (Deputy Chairman)
Managing Director
David Gray & Co. Pty Ltd

Neil Summerson FCA (Treasurer)
Company Director

Julia Banks (Director)
Chief Counsel, Kraft Foods
(Australia/New Zealand)
and Senior Counsel, Kraft Foods
(Asia Pacific)

Robert Hutchinson (Director)
State Manager, Queensland
Davco Construction Materials Pty Ltd

Kevin MacDonald (Director)
Managing Director and CEO
NSW Business Chamber Limited

Glenn Cooper (Director)
Executive Chairman
Coopers Brewery

Charles Burke
Vice President
National Farmers' Federation

The Australian Made, Australian Grown Campaign would like to thank the Board for its continued and strong support.

NATIONAL FARMERS' FEDERATION JOINS CAMPAIGN

A Special General Meeting of the Campaign's 10 Foundation Members in November 2007 appointed NFF as a Foundation Member of AMAG. This represents a major step forward in the Campaign's delivery of the new Australian Grown logo, which is targeted at the fresh and packaged produce sectors – fruit, vegetables, meat, fish, dairy, nuts, poultry & eggs, flowers, plants, etc.

"The appointment of the NFF as a Foundation Member will further enhance the Campaign's extension into the produce sectors of the Australian economy. It is really great to have the peak body from that sector on board," says Campaign Chief Executive Ian Harrison.

The National Farmers' Federation is the peak national body representing farmers and, more broadly, agriculture across Australia. Its membership encompasses all of Australia's major agricultural commodities. Operating under a federated structure, individual farmers join their respective state farm organisation and/or national commodity councils. These organisations collectively form the NFF.

FURNITURE INDUSTRY AWARENESS CAMPAIGN BUILDS MOMENTUM

The Furniture Industry Awareness Campaign (FIAC) launched by the furniture industry in 2007 continues to build consumer awareness of the benefits of buying Australian made furniture. The awareness campaign was promoted heavily on Channel 7's Sunrise program in late January, and more publicity is planned for the coming months.

"We are working with the FIAC and are delighted to see the furniture industry united in a campaign that will highlight to consumers the many, many reasons why they should be buying Australian made furniture," says Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign.

"Our partnership with the furniture industry on this promotion is exciting. It will increase awareness of the benefits of buying Australian and send a very simple message to consumers: buying Australian is good for you, and when you look for the green and gold logo you'll know that you're buying a truly Australian product."

For more information about the FIAC and how to participate, please visit www.australianfurniture.com.au or contact the furniture industry association (FIAA) in your state or contact the Campaign office.



NEW COUNCILS JOIN AS CAMPAIGN SUPPORTERS



COMMITTED TO A
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PENINSULA



Joining forces with the Australian Made, Australian Grown Campaign makes sense for councils wishing to support local industry and make a statement to that effect to their constituents, and over the past few months two new councils have joined the City of Ballarat and the City of Melbourne as Campaign Supporters.

The Campaign is proud to welcome the Mornington Peninsula Shire and the Horsham Rural City Council as Campaign Supporters.

The Mornington Peninsula is located just over an hour's drive away from Melbourne and is often described as 'Melbourne's playground'. Mornington Peninsula Shire includes a total of 40 suburbs and localities, and has a population of approximately 132,000.

"We are very pleased to be involved in the Campaign and as a Campaign Supporter show our support for our local businesses. Food and agriculture plays an important role in our community and we believe it is important to recognise and help our local businesses grow. Our shire is home to renowned wineries and producers of fantastic gourmet foods. We're very proud of our local industry and this is one way of showing our appreciation of their contribution to our community," says Shane Murphy, Manager Economic Development, Mornington Peninsula Shire.

Situated in the Wimmera region of north-west Victoria, the Rural City of Horsham is home to 19,000 people and the retail, business and service centre of the Wimmera. The Horsham Rural City Council joined as a Campaign Supporter in February 2008.

"Council is delighted to show the lead in the western part of the state in becoming an active Campaign Supporter of the Australian Made, Australian Grown Campaign. We see the Campaign as supportive and important to businesses both in our region and nationally, and we welcome its support by businesses and consumers in our municipality," says Tony Bawden, General Manager, Corporate Services and Economic Development in Horsham.

Australian manufacturers, processors and growers play a pivotal role in the growth and sustainability of their local regions, and so support from local councils is very important. By becoming a Campaign Supporter, these councils send a very strong message about their commitment to and support of local industry, for the campaign to promote Australian products and produce.

Several other councils have expressed strong interest in joining the Campaign.

For more information, contact Frank Phillips at AMAG, tel: 1800 350 520

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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