



AUSTRALIAN MADE AUSTRALIAN GROWN



AUSTRALIAN GROWN WELCOMED BY GROWERS, PROCESSORS AND RETAILERS

Australia's new labelling scheme for fresh and packaged produce, Australian Grown, was launched in Sydney in June with strong support from stakeholders. Events across Australia to further promote the brand have received tremendous interest from growers and processors as well as generated extensive local media coverage.

The Australian Made, Australian Grown logo was everywhere when Tasmanian farmers recently celebrated the extension of the famous green and gold logo to include fresh and packaged produce. 60 farmers, who in 2005 were part of the Fair Dinkum Food Campaign and drove their tractors to Canberra to campaign for clearer labelling of Australian produce, were once again on their tractors, but this time they were carrying large flags with the famous green and gold logo and in a far more celebratory mood.

They arrived at Devonport Showgrounds just after dawn and were greeted by some 200 people, including the federal Member for Braddon, Mark Baker, representing Minister Peter McGauran, and Tasmanian Premier Paul Lennon.

"When we drove to Canberra, one of the things we wanted to achieve was to better identify where the produce came from. The Australian Made, Australian Grown logo now gives us a chance to do that. Now is the time to celebrate it and embrace it," said Richard Bovill, Tasmanian farmer and one of the key organisers of the Fair Dinkum Food Campaign.

During two hectic days in Tasmania some 300 stakeholders learned more about Australian Grown through meetings in Devonport and Hobart. Thousands of consumers watched the event on TV or listened to the radio coverage, and by the time this newsletter has been published, thousands more would hopefully have watched, read of or listened to coverage of other events around the country.

Events have now been held in Brisbane, Lismore, Shepparton, Mildura, Perth, Adelaide, Hobart and Devonport.

Interest in Australian Grown has been overwhelming. Even before the official launch by the Hon Peter McGauran, Minister for Agriculture, Fisheries and Forestry, major retailers such as Coles and Woolworths had already registered to use the logo on their in-house product ranges as had processors such as Simplot. Since then, ALDI and businesses ranging from nurseries to growers have joined. Peak industry body AUSVEG has joined as a Campaign Partner.

Research conducted on behalf of the Campaign in July 2007 gives some insight into the reasons behind the strong interest. Roy Morgan Research interviewed more than 1000 Australian consumers, and the findings were spectacular: 89% of Australians believe it to be 'important' or 'very important' that the fresh food they buy is Australian, and 82% say the same for processed foods.

"Consumers very clearly want to buy Australian Grown and using the stylised kangaroo, Australia's most trusted and recognised country of origin brand, to identify those products makes real sense," says Australian Made, Australian Grown Chief Executive Ian Harrison.

To use the Australian Grown descriptor, products must meet the strict criteria determined by the Government's working party last year and incorporated into the (revised) Australian Made, Australian Grown Code of Practice, which is available online via www.australiangrown.com.au.

NEW CAMPAIGN PARTNERS AND SUPPORTERS

The Australian Made, Australian Grown Campaign is proud to welcome a number of new Campaign Partners and Supporters who have joined in the past few months.

Our new Partners include long-time licensee Coles, new licensee Woolworths, peak industry body AUSVEG and The Purely Group, which supplies the tourist industry with Australian made products through its growing number of stores in airports, capital city centres and other major tourist destinations.

"Companies who join as Campaign Partners make a corporate statement about their support of the ethos of our Campaign. It is a powerful statement because it tells consumers that the organisation understands the value and importance of promoting our products," says Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign.

Also joining the Campaign as a Partner is the Australian Trade Commission (Austrade).

"With representation in 140 overseas locations and 60 countries, Austrade plays an important role in assisting Australian businesses grow and expand into export markets," says Ian Harrison.

"Australia is home to a great number of world-class manufacturers and growers and both our organisations want to assist these businesses in bringing their products to the world. By making our partnership official, both organisations will benefit greatly."

These five new businesses join Campaign Partners Bev Marks Australia, Caterpillar Underground Mining, Forty Winks, Harvey Norman Furniture and Bedding and Qantas.

The City of Melbourne has joined City of Ballarat as a Campaign Supporter and several other local councils are expected to follow suit shortly.

coles

 **Purely
Australian**

AUSVEG



**Australian Government
Austrade**

KANGAROO COMES OF AGE WITH A NEW LOOK

The famous green and gold logo is celebrating its 21st birthday this year with a new and more dynamic look.



The stylised kangaroo has travelled the world on some of Australia's greatest products over the past 21 years and it continues to explore new markets and product categories. It can now be found on close to 10,000 products sold here and globally.

To keep up with market trends, the kangaroo was recently reviewed by its original creator, world renowned designer Ken Cato, and given a new 21st century look. The triangle's edges were rounded and the kangaroo given a more dynamic look – all without changing the logo's key characteristics, the golden kangaroo in the green triangle.

The updated logo is available to licensees from the licensee area on the Australian Made, Australian Grown websites and discs containing new artwork are available on request. Merchandise available through preferred printer, Longbeach Printing, is in the process of being updated.

Licensees should use the new logo when updating their packaging and promotional material.

To download the new artwork, log into the licensee area of www.australianmade.com.au or call the Campaign office on 1800 350 520 for a CD containing the logo.

MEDIA PLAN

Close to 2000 TV advertisements, 900 cinema advertisements and more than 3000 radio advertisements. That's how much coverage the campaign received during the past year and with print advertisements, outdoor advertising and extensive PR coverage in addition, the Campaign experienced one of its strongest years in terms of coverage. Excluding the value of PR, the advertising alone during the past financial year exceeded \$2M in value.

"The coverage of the Campaign has been exceptional over the past year. We launched the Australian Grown animated TV advertisements a few months ago and feedback has been great. We are now in the process of developing a series of new focused advertisements to further strengthen our message," says Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign.

This year's promotional activities will include advertising, sponsorship of a range of awards including various furniture industry awards, the Australian Export Awards and the MBA Awards, as well as participation in a number of expos and shows.

"Our aim is to make it easier for consumers to identify products and produce from Australia, and to assist our Australian businesses in promoting their goods here and internationally. Our Campaign is a collective marketing effort and we will continue to promote the logo and the many benefits associated with it through a range of channels."

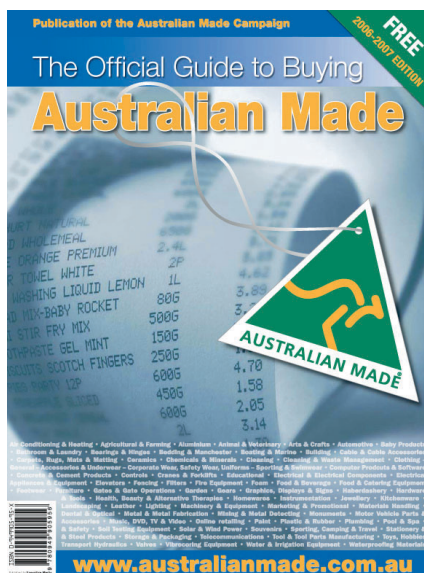


UPCOMING EVENTS

In the coming months the Australian Made, Australian Grown Campaign will sponsor and/or participate in a number of events. They include:

- ❖ **Oct 17:** The Great Aussie Breakfast. Free breakfast in conjunction with Victorian Farmers Federation and Bicycles Victoria for 8,000 city workers in Melbourne CBD celebrating Australian grown produce.
- ❖ **Nov 1:** Australian Furniture of the Year Awards in Perth.
- ❖ **Nov 9-11:** Good Food and Wine Show in Brisbane.
- ❖ **Nov 8-10:** Master Builders Awards on Gold Coast.
- ❖ **Nov 22:** Australian Export Awards in Brisbane.
- ❖ **January 2008:** Australia Week in the USA (G'Day USA).

To learn more about the events, please call the Campaign office on 1800 350 520.



2008 CONSUMER GUIDE IN THE PLANNING

Consumers love it as do licensees. The Campaign's annual Guide to Buying Australian Made and Grown is back again and is set to become even bigger and better than last year's bumper edition. Like last year, the 2007-08 edition will contain a complete overview of products registered with the campaign and the production will again be managed by Executive Media.

Last year's 84 page publication was an overwhelming success with the free guide going into thousands of homes on the first day of its release through Coles supermarkets across Australia. The guide included a complete overview of all products registered with the Campaign, listed according to their product category and with contact details of the manufacturer.

The guide also gave licensees the opportunity to advertise, and the Campaign has already been contacted by numerous licensees wishing to advertise in the next edition.

Executive Media will contact all licensees with offers to advertise in the next guide. Basic listings in the guide are of course free of charge, and licensees are asked to make sure product details and contact details supplied to the Campaign office are correct, as these will be used as the basis for the guide.

FURNITURE INDUSTRY LAUNCHES NATIONAL CAMPAIGN

The Furniture Industry of Australia's (FIAA) state organisations recently launched a new national campaign to promote Australian made furniture and bedding products.

Consumers want to buy Australian made furniture and with the launch of a new national campaign to promote bedding and furniture products manufactured here this will now be much easier. The Furnishing Industry Awareness Campaign (FIAC) will use the Australian Made, Australian Grown logo with a 'peace-of mind' assurance on the back of the swing tag as a centrepiece of the campaign.

"This campaign is a pro-Australian campaign that focuses on the real plusses of buying local for the consumer. The cornerstone of the campaign is a new swing tag for furniture which carries an assurance for the consumer and advises that the maker of the product is FIAA endorsed," says Kevin Feldman, FIAA (Queensland) President.

Research conducted by Roy Morgan Research for AMCL in November last year showed that 61% of Australian consumers would prefer to buy furniture made here in Australia, and the Australian Made, Australian Grown Campaign is a strong supporter of the FIAA initiative.

"The decision of the FIAA to build their campaign around the Australian Made logo is the right one, because 98% of Australians recognise it, 86% trust it over other country of origin symbols and major retailers such as Harvey Norman (Furniture & Bedding), Bev Marks Beds and Forty Winks are Campaign Partners and proudly promote that fact to the public," says Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign and continues:

"We have worked closely with the furniture industry for a number of years and through sponsorship of various events, advertising and initiatives such as the Guide to Buying Australian Made Furniture and Bedding, we have promoted Australian made furniture to a range of stakeholders including retailers and consumers."

"FIAA's planned national campaign will only make that promotion stronger and further encourage retailers to understand the great benefits of selling quality Australian furniture."



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To participate in the FIAC, businesses must be members of their state FIAA and register ALL their Australian made furniture with the Australian Made, Australian Grown Campaign. To learn more about the FIAC, please contact the FIAC's Gerry Murray on (07) 3862 3833.

Special application forms for licensees wishing to participate in this initiative are available from the Campaign office on 1800 350 520.

JOIN US

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.

Joining the campaign is a three step process, which involves completing an application form, providing a list of the products with which you want to use the logo, and paying an annual licence fee.

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 Campaign office on 1800 350 520.