AUSTRALIAN MADE AUSTRALIAN GROWN

MINISTER FOR INDUSTRY OPENS NEW AMAG OFFICES

"The Rudd Government applauds the efforts of the Australian Made Campaign to promote Australian products."

The importance of supporting local businesses and promoting products as Australian using the green and gold logo was stressed at the recent opening of the new Australian Made, Australian Grown Campaign office. Senator Kim Carr, Minister for Innovation, Industry, Science and Research, officially opened the new offices on October 30 and strongly expressed his support for the Campaign.

"The Rudd Government applauds the efforts of the Australian Made Campaign to promote Australian products," Senator Carr said.

"Consumers in this country are very conscious of where the products they buy come from, and they are proud to see local products competing with imports. Like me, and like the Prime Minister, they want Australia to remain 'a country that actually makes things'. The Australian Made Campaign is playing a very important role in helping us achieve that aim."

The Minister emphasised the importance of the Campaign's promotions in international markets as well as the domestic activities.

"Another way to increase Australia's global market share is through effective marketing. Since 2004, Australian Made Campaign has received Commonwealth funding to help it promote Australian products internationally.

"Innovation is the key to making Australian industry more productive and competitive, and that includes innovative approaches to promoting what we make and grow. Australian Made Campaign has been leading the way in this field for more than two decades."

Industry body representatives, Campaign Partners and major licensees joined the celebrations, which were hosted by Deputy Chair of the AMAG Board of Directors, David Gray AM.

Senator the Hon Kim Carr, Minister for Innovation, Industry, Science and Research shows his support at the opening of the new AMAG offices.

"In the past three and a half years, the number of companies licensed to use the logo has grown by 60% and the logo is now used on more than 10,000 products. Licensees represent a wide range of industries, but all have one thing in common; they see the value of promoting to consumers that their product or produce is Australian," said David Gray.

"The Campaign strongly supports Australia having an agreed country of origin symbol that its exporters can use to clearly brand their goods and produce as Australian .... This is an obvious role for the AMAG logo, which for all its 22 years has been helping businesses, big and small, sell their goods in markets all over the world."

The new premises in South Melbourne will accommodate a growing team committed to promoting the logo as an important global product symbol that assists consumers here and abroad identify innovative, quality Australian products.

The new office is located at Suite 105, 161 Park Street, South Melbourne VIC 3205. To contact the Campaign, please call (03) 9686 1500.

NATIONAL STEERING COMMITTEE OF MANUFACTURERS AND RETAILERS ESTABLISHED TO PROMOTE AUSTRALIAN MADE FURNITURE AND BEDDING

A robust national campaign of advertising, events and PR to raise the public profile of the furniture and bedding industry and promote the benefits of buying Australian furniture and bedding is the objective of the newly appointed national Steering Committee for the Furniture Industry Awareness Campaign (FIAC).

Made up of manufacturers, retailers and the Australian Made, Australian Grown (AMAG) Campaign, the Steering Committee takes up the reins of an exciting initiative established last year by the Queensland branch of the FIAA.

The new body is chaired by Allyn Beard, the Director of Sales and Marketing of AH Beard, a major manufacturer of bedding with operations throughout Australia and New Zealand. The Deputy Chair is Kevin Feldman, MD of Uptown Furniture and Dyman Foams in Queensland and President of the FIAA, Qld. Perhaps more than anybody else, Kevin was pivotal in establishing the FIAC initiative.

The other members of the Steering Committee are Franz Schubert and Sandy Breeze from WA; Joe Mimmo and Peter Gray from Vic/Tas; Chris Lyon from Qld; Roger Maguire, GM, Furniture at Harvey Norman; David Langworthy, Chairman, Bev Marks Beds Australia; and Ian Harrison, Chief Executive of AMAG.

A further representative from NSW will be appointed shortly.

"A national campaign by the industry to actively promote to the public the many benefits of buying Australian made furniture and bedding is very timely. A lot of businesses are struggling against cheaper, low quality imports and the FIAC aims to raise the public's awareness of the value of buying products made here, by Australians, for Australians and to Australia's high standards," explains FIAC Chairman Allyn Beard.

Manufacturers and retailers wishing to be involved in the FIAC should contact the Campaign office on 1800 350 520 or the FIAA body in their State.

EXPORT PROMOTIONS KICK OFF IN NEW MARKETS

Whole Foods in-store promotion in the US, October 2008.

AMAG's export promotions provide unique opportunities for licensees to gain important exposure in export markets. During October, a wide range of licensee products have been promoted in US food retail chain Whole Foods, while Canadian consumers have been encouraged to buy Australian wine through promotions in restaurants.

"The promotions give licensees a fantastic opportunity to reach consumers through a targeted promotional campaign. The interest in our products has been fantastic," says Ranjit Singh, Australian Made, Australian Grown's Export Manager.

A number of new export promotions covering various industries and markets have now been confirmed.

"Over the coming six months we will expand the current export promotions to include trade show promotions in Hong Kong and Dubai for industries such as beauty, health, food, building and construction products and new in-store food promotions in the US. These various promotions provide unique and cost-effective opportunities for our licensees to participate," says Ranjit Singh.

Licensees interested in participating in upcoming promotions are encouraged to contact Export Manager Ranjit Singh on (03) 9686 1500.

CONFIRMED UPCOMING PROMOTIONS INCLUDE:

November 12-14: *Cosmoprof Show* *in Hong Kong. Asia's biggest trade show event for the beauty and health industry.*

November 23-27: *Big 5 Show.* *Largest construction show in the Middle East.*

January 2009: *G'Day USA*. *Promotions include sponsorship of G'Day USA, participation in the Fancy Food Show in San Francisco and retail promotions at Bristol Farms, Andronico's and The Food Emporium.*

February 2009: *Gulfood Show* *(Dubai). The largest and most important food industry trade show in the Middle East.*

May 2009: *HOFEX* *(Hong Kong). Food industry trade show.*

Assistance packages are available for participating licensees.

AUSTRALIAN GROWN MARKETING CAMPAIGN A NATIONAL FINALIST

The marketing campaign to launch Australian Grown has been announced a national finalist in the 2008 AMI Awards for Marketing Excellence. The Australian Marketing Institute's annual awards acknowledge and celebrate the 'innovative and effective marketing practices' of Australian businesses.

"The marketing campaign conducted during 2007/08 aimed at encouraging consumers to look for the green and gold logo when shopping and to help our local farmers, fishermen, processors and manufacturers. We're thrilled that our marketing campaign to promote the logo and all the products that carry it has been recognised in these prestigious awards," says Vibeke Stisen, Marketing & Communications Manager.

NEW ADVERTISEMENT ON AIR

A new advertisement encouraging consumers to look for the Australian Made, Australian Grown logo and buy Aussie goods has hit the TV. The animation was launched in late July and has already enjoyed strong coverage.

The feedback on the advertisement and its tagline "helping consumers, helping business, helping exports, helping Australia" has been very positive.

The encouraging feedback will hopefully continue as the advertisement is aired on national TV throughout the 2008/09 financial year.

To view the new TV advertisement, visit www.australianmade.com.au/media-advertising.

AUSTRALIAN MADE LOGO SELLS PRODUCTS: RESEARCH

A three year research project undertaken by Melbourne University and published in the Australian Economic Papers in July this year has found that carrying the Australian Made logo increases sales – and that carrying uncertified Australian symbols such as flags decreases sales.

"There is clear and statistically significant evidence that the certified logo increases sales when holding constant the price, the quality of the product, etc," explains Associate Professor Elizabeth Webster.

The findings also revealed that using uncertified Australian made claims, such as a flag of Australia, had a negative impact on consumer purchase decision making. Elizabeth Webster suggests that may be because consumers view these goods as being of inferior quality.

"It is possible that it is associated with other characteristics that make consumers think it is low quality – in a similar way that offering a chance to win a prize may make people think that the manufacturer is trying to hide behind poor quality."

Aside from the use of the Australian Made, Australian Grown logo, the research showed that a number of other product characteristics or features were also likely to increase sales – goods which were made from recycled materials, products offering contributions to charities and products which were health-conscious were all likely to increase sales.

The complete research findings are available in Australian Economic Papers, Volume 47, Issue 2 (June 2008).

WILLIAM BARTON
APPOINTED AMBASSADOR

AMAG recently appointed William Barton as a brand ambassador for the Campaign. William Barton is one of Australia's most talented musicians and a proud Australian. His music, played on didjeridu, is loved by people around the world and William Barton is recognised as an important ambassador for Australia and our rich culture. He recently played in front of millions of people at the opening ceremony of the Beijing Olympics.

"I am honoured to be an Ambassador for the Australian Made, Australian Grown Campaign. Australia has a unique cultural heritage and infrastructure. Promoting awareness of Australian made and Australian grown products is important and I hope that I am able to assist with that through my travels in Australia and around the world," says William Barton.

AUSTRALIAN MADE SUPPLEMENT
IN DECEMBER FLOORING MAGAZINE

AMAG is proud to be working with Elite Publishing's Flooring Magazine on a special feature in its December issue.

Flooring Magazine is a specialised trade publication servicing the flooring and floor covering industries and covers the entire spectrum from manufacturers to retailers, specifiers and installers.

The supplement will include features on Australian manufacturers and a listing of all licensees registered with AMAG as manufacturers of carpets, rugs or mats. Licensees who manufacture products that are relevant to this industry and would benefit from a free listing in the supplement should contact AMAG.

To learn more about the issue and editorial/advertising opportunities within it, please call Flooring Magazine's Ashley Cooper on (03) 9844 1728.

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.

AUSTRALIAN MADE
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Printed on Australian made paper stock