

Australian Made | Australian Grown Newsletter

New food labelling requirements to support **Australian Grown produce**

The Australian Made, Australian Grown campaign (AMAG) has welcomed the decision by Food Standards Australia New Zealand (FSANZ) to formally approve the proposed extension of country of origin labelling to unpackaged beef, sheep and chicken meat in Australia.

AMAG has been campaigning for tougher food labelling laws for some time now, including submissions to the independent review of food labelling law and policy in 2010/11 which prompted FSANZ's decision. AMAG Chief Executive, Ian Harrison,

said such an extension would be a big win for consumers and industry alike.

"Consumers want to be given clear and consistent information in order to make informed choices and this extension is another step towards more coherent country of origin labelling for all food products", he said.

Research* demonstrates that Australians have a clear preference for buying Australian Grown produce.

The Australian Grown logo is the best way for producers and retailers to leverage this sentiment and the impact of the decision to extend the range of produce required to carry country of origin labelling.

"A staggering 94% of shoppers recognise the logo and 85% of shoppers trust the logo over any

other country of origin branding such as flags, maps and pictures of animals," Mr Harrison said.

"We encourage producers and retailers to use the logo aggressively at point-of-sale, placing it clearly and visibly on products and promotional materials to assist shoppers in making their purchase decisions."

*Roy Morgan 2009

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AMAG collaborates with councils

The inaugural annual AMAG Campaign Supporters luncheon was held in May this year to enhance the partnerships between AMAG and eight Campaign Supporters;

- City of Ballarat
- City of Casey
- Darebin City Council
- Horsham Rural City Council
- Hume City Council
- Mitchell Shire Council
- Moreland City Council
- Whittlesea City Council

The luncheon was convened to provide an opportunity for AMAG to update

the councils on its current work program and priorities, and to seek ideas from the council representatives as to how the relationship can be further strengthened to support their growth objectives.

It was agreed that such an event should be convened at least annually and perhaps even biannually.

It is recognised that a link to the AMAG logo is a strong statement by councils and shires about their commitment to facilitating investment, economic development and prosperity in their municipalities.

Other councils wishing to become involved with the AMAG campaign should contact frank.phillips@australianmade.com.au.



L-R: AMAG Board Member, David Gray, Whittlesea City Council Mayor, Stevan Kozmevski and AMAG CEO, Ian Harrison at Whittlesea City Council.

Locking up Qatar

Master Builders Australia has been a long-time supporter of the AMAG logo, providing a number of opportunities for our licensees in the building and construction industries over the years.

Most recently, Master Builders Australia organised a trade mission to Qatar, in which AMAG licensee Assa Abloy participated.

Over 2,000 firms exhibited at Project Qatar, the largest building and construction exhibition in the Arabian Gulf. Around 50,000 government, contractors, buyers and executives visited the four day show.



L-R: Kevin Cox, National Sales Manager - Business Development, Assa Abloy and MasterBuilders' Keith Stubbs, National Manager International Division at Project Qatar.

AMAG supports trainees at the VFITAs

AMAG was again a proud supporter of the annual dinner for the Victorian Furnishing Industry Training Awards (VFITA), held in April this year.

The VFITA recognises the contribution of the various disciplines of the furnishing training sector in Victoria and pays tribute to the students, employers and training organisations that have been involved in training and promoting excellence within all related industries.

AMAG Chief Executive Ian Harrison attended the event, presenting the first ever Victorian Furnishing Industry People's Choice Award, won this year by Wodonga TAFE apprentice Jesse VanEgmond, a cabinetmaker employed at Hutchinson Cabinets. Jesse also won first place in the Cabinet Making category as well as the Apprentice of the Year Award.

AMAG commissions rebuild of website

AMAG is proud to announce the redesign and redevelopment of the Australian Made, Australian Grown website.

The AMAG website is the go-to place for consumers looking for authentic Australian products and suppliers, and the rebuild will give our licensees more opportunities to promote their brands through new marketing tools and greater visibility.

As a licensee, you also have the opportunity to take advantage of AMAG's broad digital network of online, mobile and social media platforms. Your business can boost its profile to the thousands of shoppers looking for Australian products every month. Call 1800 350 520 or email [Trish \(trish.marks@australianmade.com.au\)](mailto:trish.marks@australianmade.com.au) to find out how AMAG can help.

A call to action on manufacturing

**This article, written by AMAG Chief Executive Ian Harrison, was originally published in the April/May issue of Industry Update*

Business conditions continue to present a major challenge to Australian manufacturers. Survey after survey paints a picture of uncertainty, tighter margins and diminishing order books.

For business it is the time to buckle down, focus on efficiencies and put a lot of effort into innovation right across the business, including marketing and selling strategies.

It is also the time for Government to provide real support for a sector which is absolutely fundamental to the Australia economy and community - that's if jobs, skills, training opportunities, exports and wealth creation matter.

Here are a few ideas (from a very large list) that Government should act on urgently:

1 Be very clear and public about its vision for the Australian economy, say 5 and 10 years out;

2 If that vision is for Australia to have a vibrant, healthy and innovative manufacturing sector, then do things that will enhance the sector here and don't do things that will encumber the sector here, by adding to the cost of doing business in Australia.

Two obvious, current examples - government procurement must be recognised as an investment in the future of Australian industry and the contracts with Australian suppliers should recognise this (need to be demanding on quality, delivery, price, etc); and on the 'dark' side, now is a very bad time to be introducing a carbon tax unless driving more businesses (and jobs) off-shore is an acceptable outcome.

3 Now is a good time to invest heavily in infrastructure, the type that will enable greater business efficiencies

going forward - such as transport, communication and skill training/retraining. Business cases should be mandatory and transparent for all large infrastructure proposals, but the pressure must be on to get things happening - the timing is urgent, both for the construction and activity phase.

4 Do not allow the ridiculous situation with the GST exemption on imported goods below \$1,000 to continue. How can we maintain a tax system that actually discriminates against local suppliers and local retailers? Job losses, job losses and more job losses! The defence that it may cost more to rectify the inequity than the revenue Government will raise is irrelevant. With the increase in internet shopping, fairness in the application of the GST system must be a non negotiable for good governance. Gerry Harvey had it right when he publically raised this massive inequity (and, for the media, it's never good policy to shoot the messenger!).

5 Australia should revisit the merits of having a freely floating exchange rate - perhaps a 'dirty float', where we smooth out some of the extreme fluctuations and retain a more acceptable (and predictable) relationship with our major trading partners, may now be more appropriate.

The thing about being less than 2% of the world economy and having a currency that is something like the 5th highest traded, is that it allows others ('the market') to control what is a major factor in the competitiveness of Australia's tradeable sector - whether



against imports here or our exports in foreign markets.

The US has forced the \$US down with a flood of money, the Japanese likewise with the Yen, the Chinese control the Yuan and the major European economies (Germany, France and Italy) all benefit by the Euro being hammered down by the debt problems of the southern Eurozone countries. The \$AUD, on the other hand, is ramped up by the marketplace because of our resource wealth, even though that sector is not where the jobs (in large numbers anyway) are.

Sure, the cost of imported inputs into the manufacturing process go down when the \$AUD is high, but the big downside is a much greater incentive to take more and more manufacturing (and service) activities off-shore. In sectors such as food processing, the high \$AUD is creating very real challenges.

6 Finally, take country of origin branding at the product and produce level seriously. Being Australian is an advantage in most marketplaces and our manufacturers should have access to a trade mark which the Government and its agencies are actively promoting in markets all around the world.

Because of its enormous market capital, strong connection to Government and very widespread use, that symbol should of course be the AMAG logo.



Buy Australian at home and abroad

AMAG is continuing to work strategically to link manufacturers with the Industry Capability Network (ICN) as part of the Federal Government's Buy Australian at Home and Abroad (BAHA) initiative.

Recently, AMAG had the opportunity

to participate in a two-day workshop and forum, presented by the ICN in Melbourne. Importantly, AMAG met with ICN Executive Directors from all states to discuss how the two organisations might work together to provide AMAG licensees with improved and ongoing access to upcoming project information and opportunities.

Visit www.gateway.icn.org.au to create or update your profile and receive automated email updates on upcoming project opportunities and news.

Stay informed by subscribing to the ICN's new quarterly newsletter, Capability News. You can receive Capability News electronically. Simply email newsletter@icn.org.au with 'subscribe' in the subject field.

AMAG calls for stronger country of origin guidelines from ACCC

AMAG has called for stronger country of origin guidelines from the ACCC.

The current definition of 'substantial transformation' is very far from providing a clear and objective criterion against which to assess claims.

AMAG has suggested that the Government, within the framework of the ACCC, establish a simple administrative mechanism by which a manufacturer, who is uncertain as to whether they can make a country of origin claim, is able to apply for and receive a ruling on the matter.

The integrity and trust in the AMAG

brand can be credited, in part, to the stringent criteria that products must meet to use the logo. Brands must not only meet the ACCC's requirements, they must also meet our own, more stringent Code of Practice. As a result, the logo has become associated with only products of a high standard.

The integrity of the AMAG logo is absolutely critical as a differentiator for licensees and consumers alike, so if you see a fraudulent product or suspect someone is using the logo illegitimately, contact us on info@australianmade.com.au. Every complaint will be investigated.

Staff News

AMAG is pleased to welcome two new staff members to the team:

Mhelissa Palines



Mhelissa Palines joins AMAG as

an Administration Assistant. She is currently undertaking a Certificate 3 traineeship in Business Administration.

mhelissa.palines@australianmade.com.au

Catherine Miller



Catherine Miller joins AMAG as

a Media and Communications Officer. She holds a Bachelor of Business in Marketing and Management and brings with her a wealth of experience from her prior roles in public relations and communications.

catherine.miller@australianmade.com.au

Welcome to our new Campaign Associate



AMAG welcomes Horticulture Australia Ltd (HAL) as a Campaign Associate. HAL comes on board in respect of its Australia Fresh export program.

The Australian Grown logo offers the horticultural industry a powerful marketing tool both within and outside Australia.

Under this new relationship, the 'Australian Grown' logo will be central to the branding used by HAL at selected international trade shows.

AMAG congratulates Horticulture Australia on its use of the logo for the Australia Fresh initiative. If you are interested in getting involved in Australia Fresh visit www.australianfresh.com.au

Welcome to our new Licensees

We'd like to wrap up this newsletter with a warm welcome to our newest licensees. Welcome aboard!

We look forward to working with you over the coming months and years. - The AMAG team