

# Australian Made | Australian Grown Newsletter

## GET FOUND WITH AMAG

The Australian Made, Australian Grown Campaign has launched a highly affordable and effective range of media packages to help SMEs develop and enhance their online marketing profiles in order to reach the thousands of shoppers looking to buy Australian made and grown products.

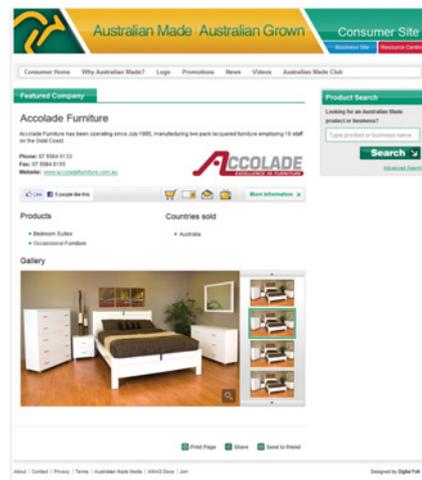
Research shows less than 30% of small to medium businesses are actively utilising online and social media as a marketing tool.

The Get Involved, Get Found packages are designed to provide a direct link between logo users and the shopping community via the AMAG consumer website, Facebook and Twitter profiles and AMAG's brand new iPhone and iPad application. The packages are sold by AMAG's media arm, Australian Made Media (AMM).

"Online and mobile marketing is one of the most direct and affordable ways to advertise your business, and research shows that shoppers are becoming increasingly reliant on online search engines and social media when choosing how and where to shop," AMM National Sales Director Sandra Crestani says.

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and banner placements, priority listing in our search engine, promotional competitions and discount coupons, we can provide the exposure you need to make a meaningful and lasting connection between your brand and shoppers," Ms Crestani says.

For an annual fee businesses can choose between the Platinum and Premium packages. Both packages run for 12 months and offer various levels of involvement across AMAG's digital networks.

To find out more about these exciting new packages, please email [info@australianmade.com.au](mailto:info@australianmade.com.au) or free call 1800 350 520.

## AMAG commissions new TVC for furniture industry

*The spotlight is set to shine on Australian made furniture and bedding products and the workers behind them thanks to a new TV commercial.*

*The infomercial, commissioned by AMAG, will give viewers a glimpse behind the scenes of some of Australia's leading manufacturers and how they craft their innovative products. It's key messages – that shoppers should buy Australian made furniture and bedding products because of their high quality, level of craftsmanship and uniqueness – will help promote products ranging from mattresses to dining tables.*

*It is being produced by Australian Made Media (AMM), the new media arm introduced for AMAG earlier this year, and will screen as part of a paid advertising campaign from January 2011.*

*"Shoppers have a strong preference for Australian made products, especially when it comes to furniture and bedding products*

*because they are of exceptional design and are made to Australia's high standards. However, at times it can be difficult to readily identify these goods," AMAG Chief Executive Ian Harrison says.*

*"This is where the AMAG logo and the new infomercial are so valuable. The unique, branded format of the Australian Made Media infomercial hooks into the emotional as well as the rational features of the products.*

*"It focuses on the craftsmanship that goes into the manufacturing of these products and, of course, the talented, hardworking people behind them. It shows that buying Aussie furniture and bedding products is a smart purchase decision and at the same time, good for the Australian community."*

## AMAG opens virtual gift shop

CONSUMERS around the world are getting a taste of Australia in cyberspace thanks to a series of social media initiatives launched by AMAG.

The not-for-profit organisation has opened a virtual gift shop as part of its funky, customised Facebook page, to encourage consumers to engage with the logo and the thousands of products carrying it in a new way. The customised Facebook page also includes links to the Australian Made Club and competitions.

More than 1600 people already like AMAG on Facebook and the number continues to grow in response to the added functionality, AMAG Marketing and Communications Manager Vibeke Stisen says.

“Consumers around the world are spending an increasing amount of time on social networking sites such as Facebook and we see this as a great opportunity for AMAG to engage with younger consumers – here and around the world – and for licensees to interact with potential customers,” Ms Stisen says.



“The virtual gift shop is the first of many new digital opportunities we are introducing to help businesses promote their great products,” Ms Stisen says.

The application allows users from Melbourne to Denmark to send Aussie products through cyber space to all their friends for free.

“So far, our virtual Cooper’s Pale Ale has been a huge hit, especially on Friday afternoons. The ugg boots and box of Cheezels have also been very popular,” Ms Stisen adds.

The customised page and gift shop were designed by Sense Advertising and built by Think! Social Media.

## Bilingual directory of Australian products hits China

Chinese consumers can now find it easier to locate Australian products following the launch of AMAG’s first bilingual directory.

AMAG Chief Executive Ian Harrison launched the *Directory of Australian Made Products in China 2010* at the China International Small and Medium Enterprises Fair (CISMEF) 2010 which took place in Guangzhou, China during September.

China is Australia’s largest trading partner with trade between the two nations reaching A\$83 billion last year. As trade between the two nations continues to grow, the directory – jointly published with AMAG logo user, AUNEW Group – will greatly assist Chinese buyers, agents and distributors to easily locate Australian products currently available in China.

“Australian products are known around the world and valued by shoppers for their quality and high standards. They are safe, clean, innovative and of good value,” AMAG Chief Executive Ian Harrison said at the launch.

“Many of the products featured in the directory carry the AMAG logo – the most trusted and recognised symbol for products that are truly Australian – so consumers can buy these products with confidence, knowing they are genuine and authentic.”



Over the last three years AMAG has assisted businesses to capture opportunities in China and other key export markets – Hong Kong, USA, UAE and Singapore – as part of a major export program partly funded by the Federal Government.

AMAG sponsored 17 businesses to participate at the CISMEF – Australia’s largest offshore trade promotion with more than 250 businesses participating – to help them capture the rapidly growing opportunities outside of Beijing and Shanghai.

The *Directory of Australian Made Products in China 2010* can be downloaded from the AMAG website. It is also being distributed through AUNEW outlets and Austrade offices at 14 locations in China.

## Seafood Services Australia comes onboard as Campaign Partner

The Australian Made, Australian Grown (AMAG) Campaign is proud to officially welcome Seafood Services Australia (SSA) as a Campaign Partner.

SSA is dedicated to enhancing the profitability, international competitiveness, sustainability and resilience of the Australian seafood industry.

AMAG Chief Executive Ian Harrison says the two organisations will continue to work together in order to strongly promote Australian seafood.

"Research shows that most Australian consumers have a strong preference for local seafood but cannot readily identify where the seafood they are purchasing is sourced," Mr Harrison says.

"We are delighted to be working with SSA in order to help our local seafood producers build their profile, in both domestic and international markets, so that consumers can more easily find the abundant range of great tasting Australian seafood that's on offer."

SSA is excited to be joining other leading businesses and service organisations, SSA Managing Director Ted Loveday says.

"Australia produces world class seafood that is fresh, tastes great, is sustainably produced and good for your health. However, Australian producers are under increasing competition and need to have their product strongly identified in the market place," Mr Loveday says.

"94% of Australians recognise the AMAG logo and 85% trust it over any other country of origin labels - end of story. The AMAG logo clearly brands and labels Australian seafood."

SSA joins other leading Australian service organisations Aurora Community Channel, Croc Media, Qantas and Roy Morgan Research and major retailers Bev Marks, Coles, Forty Winks, Harvey Norman (Furniture and Bedding), Purely Australian and Woolworths, along with industrial heavyweight BlueScope Steel as Campaign Partners.

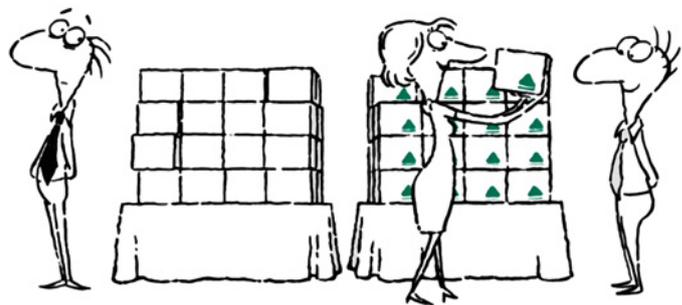
## Competitions a hit with consumers

THE Australian Made Club has bolstered its numbers after a series of successful competitions.

The shopper's club now has over 1200 members and continues to grow.

More than 730 entries were received in the club's largest competition so far, in which Peter Hurditch from Greenleigh, NSW won a Swistek Premium 7 Medium Plush mattress from Sleepyhead, valued at over \$3,000.

"The response we've had to the competitions has been terrific. The prizes have sparked a lot of interest among club members who are specifically interested in genuine Australian products, which is great news for businesses," AMAG Marketing and Communications Manager Vibeke Stisen says.



## Country of origin increasingly important to exporters: survey

MORE and more exporters believe country of origin plays an important role in maintaining sales, according to the latest Roy Morgan Research findings.

The online survey was conducted in August on behalf of AMAG to measure the success of the campaign's export project and how effective the logo is as an export marketing tool.

It found that 30% of the businesses surveyed now use the AMAG logo because they believe Australian products have a good reputation in export markets.

Licensees believe quality and price to be the two most important aspects of products sold to export markets, followed closely by country of origin.

Other key findings from the study include:

- ▲ 45% of the surveyed businesses export products to one or more countries
- ▲ A further 16% of licensees intend to export within the next 12 months
- ▲ New Zealand was identified as the main target market with more than 100 of the businesses surveyed (26%) selling their products across the Tasman
- ▲ Asian countries have become more prominent for local manufacturers with the number of licensees exporting to China, Singapore, Japan, Hong Kong and Malaysia growing between 2008 and 2010
- ▲ The USA and UK both remained key destinations
- ▲ Sales rose for products using the AMAG logo across all markets, particularly for exporters with annual sales of between \$100,000 and \$250,000 while export sales remained relatively stable for products not using the AMAG logo.

The study was the third and final wave of research and will form part of AMAG's report on its three-year export project to the Federal Government in December.

## Singaporeans get a Taste of Australia

AMAG was proud to sponsor the Taste of Australia retail promotion across NTUC FairPrice supermarkets in Singapore.

For two weeks during September, Singaporeans had the opportunity to select from a great range of Australian nuts, chocolates, honey, muesli bars and fresh milk.

The promotion, which was run across 98 NTUC FairPrice stores, also gave shoppers the chance to win a trip for two to Perth and NTUC FairPrice gift vouchers.

"With many Singaporeans now well-travelled, they look for a diverse range of products and are keen on items brought in from other countries like Australia," FairPrice Managing Director, Group Purchasing, Merchandising and International Trading, Tng Ah Yiam said.

"We are constantly looking for new partners to bring in a greater range of quality products for our customers and are excited to be partnering with AMAG," he said.

AMAG Chief Executive Ian Harrison said there has been a significant increase in demand for Australian products in the region.

"Singaporeans are highly educated and more affluent than consumers in other parts of the region. They understand that Australian products and produce are of a high quality with stringent health and safety regulations, and they make their purchase decision based on that," he said.



"This promotion is not only good news for the 15,000 Australians living in Singapore, but for all other Singaporeans who can now get a taste of Australia."



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## AMAG wishes you a Merry Christmas



AS WE'RE about to turn the corner into 2011, let us take this opportunity to reflect on some of the highlights from a very busy and successful 2010.

The year kicked off with an advertising campaign encouraging shoppers to "make every day Australia day".

We welcomed David Gray AM as our new Chairman and thanked Robert Gerard AO for nine years of outstanding leadership.

Australian Made Media was successfully launched at the home of Vegemite. And soon after, businesses and shoppers were introduced to our new-look website.

We continued to throw our support behind important industries like furniture and manufacturing and we embraced social media in order to connect with younger generations, by introducing a customised Facebook page and virtual gift store.

And overseas, we fiercely promoted the logo as Australia's product symbol and supported licensees by participating in a host of trade, retail and public events in key export markets.

Overall, the campaign continued to grow in size and stature, with hundreds of businesses applying to use the logo and renewing their licence. We also welcomed new Campaign Partners and Campaign Supporters on board as well as new staff.

The AMAG team would like to wish you all a very happy and safe Christmas and a prosperous New Year. We look forward to working with you in 2011 to collectively promote the AMAG logo as the most trusted and recognised country of origin symbol, and of course, the thousands of great products which carry it.

## 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 promote their "australian-ness" on products sold here and around the world.*

*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 at [www.australianmade.com.au/join](http://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.*