

# Australian Made | Australian Grown Newsletter

## AUSTRALIAN MADE CONCEPT STORE TAKES OFF

TRAVELLERS through Melbourne International Airport can now buy authentic Australian made gifts after Minister for Tourism Martin Ferguson AM MP officially opened the third and largest Australian Made Concept Store. It joins sister outlets at Sydney and Perth International Airports.

The stores – an initiative between travel retail specialist The Purely Group and the not-for-profit Australian Made, Australian Grown (AMAG) Campaign – only sell products registered to carry the green and gold certification trademark.

The stores are a great idea for travellers looking to buy something locally made as a keepsake or gift.

Minister Ferguson joined The Purely Group CEO Scott Raisin, Melbourne Airport CEO Chris Woodruff, AMAG Chairman David Gray and AMAG Chief Executive Ian Harrison for the official cutting of the green ribbon on April 13.

“The benefits of Australia’s tourism industry flow beyond tourism operators to the many manufacturers offering authentic Australian made goods,” Minister Ferguson said.

“We know that Australian tourism experiences are taken home as memories and now the Australian Made Concept Store allows visitors to take home a product that they can be assured is good value, good quality and authentically Australian.”

Among the many items shoppers can choose from are knitwear, lifestyle apparel and handmade craftwork, including timber carvings and more.

“...the Australian Made Concept Store allows visitors to take home product that they can be assured is good value, good quality and authentically Australian”

“The design of the store has been crafted to capture the textures and beauty of Australia, whilst playing on the spirit of invention that is at our nation’s heart.

“We consider ourselves privileged to be able to work with the Australian Made Campaign and with a fantastic group of local Australian suppliers, helping to bring Australian made goods to the world stage.”



AMAG CEO Ian Harrison, Minister for Tourism Martin Ferguson AM MP, AMAG Chairman David Gray, Melbourne Airport CEO Chris Woodruff and The Purely Group CEO Scott Raisin

The Purely Group CEO Scott Raisin described the store as a showcase of the unique spirit and culture of Australia “under the banner of the trusted green and gold logo”.

Melbourne Airport CEO Chris Woodruff congratulated the parties involved in the store’s development and contribution to the airport’s \$400 million re-development.

“This is going to be highly attractive to our Chinese customers because they want authenticity and you can’t get more authentic than this triangle,” Mr Woodruff said.

In thanking Minister Ferguson, AMAG Chairman David Gray highlighted how annoying it can be for shoppers when imported products are sold under the guise of being locally made.

“The Australian Made Concept Store makes it easy for tourists and travellers to buy the genuine article. So it’s good for tourists, good for travellers and good for our Australian manufacturers.”



## Made in Australia tag is frayed and falling off

By Ian Porter

While most pundits – and some senior politicians – stare in wonder at the size of the mining industry's windfall profits, they are missing a great tragedy happening under their noses.

**T**he mining boom has pushed the Australian dollar to historic highs and this, in turn, has pushed manufacturing to the brink.

The damage being done by the high dollar to the rest of the economy is actually more than offsetting any gains that the mining industry may claim it is generating for the economy.

As an aside, Prime Minister Julia Gillard and Treasurer Wayne Swan should consider scrapping the watered-down super-profits tax scheme they struck with the three big mining houses and reverting to the original Ken Henry model.

They need to secure that extra \$60 billion over 10 years because the government is going to need every last dollar of tax revenue it can get its hands on when the dust has finally settled on the wrecked manufacturing sector.

Manufacturing companies across the country are being ground into the dust by the strong dollar, which has wiped out export markets, profits and jobs as foreign manufacturers steal customers and markets.

A great deal of the pain is being hidden in family-owned companies that do not have to issue regular reports on how they are travelling, but the evidence of widespread trauma in manufacturing is there for all to see.

Take the car industry, where government policy has encouraged investments totalling \$2 billion dollars since 2008: Swedish-American automotive safety equipment company AutoLiv is about to close its Campbellfield operation, having already shipped its manufacturing to Thailand last year.

The AutoLiv workforce after Easter will total eight people, and their jobs will be to liaise with local car makers about imported AutoLiv products. Six years ago, AutoLiv employed more than 1000 people.

More recently, German group Bosch announced plans to shut part of its Clayton manufacturing operation and move it overseas – 380 of the 1100 jobs at Clayton will be lost.

These are massive cuts in the manufacturing workforce, which has been under pressure for several years as the dollar has climbed from lows around US50¢ in 2000 to about \$US1.05 now.

Perhaps what is most galling about the fate of the manufacturing sector is that it is losing ground to Asian competitors that operate in countries where governments take steps to maintain a relatively steady exchange rate with the US dollar.

China and Japan are the two biggest offenders in this regard, while Australian governments of both persuasions have robotically clung to the World Trade Organisation agreement and its prohibitions against manipulating exchange rates.

The ruination of the Australian manufacturing base is something to be feared. Manufacturing jobs underpin the standard of living in this country.

The prospect of regular hours, negotiated pay rates and the opportunity to improve skills are features of the sector, features not found in the increasingly large number of casual and part-time positions that are comprising an ever-larger share of the economy.

The shrinking of the manufacturing sector wouldn't be so bad if there was another sector coming up to replace it, but there isn't.

Mining generates a lot of revenue and, with commodity prices as high as they are now, even more profits. But much of this gets shipped out to the shareholders of Rio Tinto, Xstrata and other foreign companies and is not reinvested here.

But, despite its outstanding profitability, mining doesn't generate much in the way of extra jobs. It is even more capital intensive than manufacturing and employs barely 100,000 people.

In contrast, there are just under 1 million people employed in manufacturing. Not all manufacturing companies need to export to survive, but a large proportion of the sector is exposed to import competition. And that competition just becomes more fierce every time the dollar rises.

So what Australia is seeing here is an industry employing about 100,000 people undermining the jobs and living standards of almost a million people in manufacturing.

Australia's industrial base is being rapidly undermined as company after company realises that it is easier and cheaper to make things overseas in currency-protected markets and ship them back to Australia, where there are no barriers to

*This coupon is helping Chic Empire achieve great exposure on the AMAG website.*

entry and where nobody seems to be thinking about the future structure of the economy.

Laissez-faire economics got a bad name when it produced eight-year-olds down coalmines and adults working 18-hour days.

Australia appears to have invented a new style of laissez-faire economics, in which the government abandons all the tools that other countries use to protect and husband their economic structures, and lets capitalism and rigged currency markets determine whether or not there will be any worthwhile jobs in Australia in future.

This is not meant as criticism of Innovation, Industry, Science and Research Minister Kim Carr. No minister in recent memory has worked harder to encourage investment and introduce innovative schemes to create jobs.

This is a macro issue that requires leadership from Gillard and Swan. It can't be that hard to have a look at what other countries do and reciprocate, whether its currency manipulation (China, Japan) or "voluntary" import quotas (US).

There are plenty of other devices, too. No one except the trade hawks in the WTO and those in the US who espouse free trade, but do not practise it, will complain. But their hypocrisy will not preserve jobs in Australia.



*Ian Porter is a Melbourne-based journalist. This article first appeared in The Age, April 14.*

## AMM strikes coupon chord

*THEY'RE being nicknamed Generation C.*

*Yes, coupons are fast becoming the essential way for shoppers to find a great deal and logo users can now tap into the digital phenomenon.*

*Shoppers are turning to the more inventive way of spending with figures showing a rapid growth in online group buying.*

*The market is set to exceed \$400M this year according to telecoms, media and ICT analyst firm, Telsyte.*

*Australian Made Media is featuring coupons in its Get Involved Get Found packages so logo users, particularly SMEs, can connect with online shoppers and offer them great savings.*

*"The response to these digital marketing packages has been terrific so far," Australian Made Media National Sales Director Sandra Crestani says.*

*"With discount coupons, featured product and banner placements on the AMAG website, priority listing in our search directory and competitions, we're providing the exposure you need to make a strong and lasting connection with shoppers," Ms Crestani says.*

*There are two annual packages available – Platinum and Premium – which offer different levels of involvement across AMAG's digital networks.*

*To find out more about these packages and how to connect with Generation C, email Sandra at [sandra@australianmademedia.com.au](mailto:sandra@australianmademedia.com.au) or freecall 1800 350 520.*



## New partnerships back businesses

One of Victoria's most rapidly developing shires has formed a new partnership with AMAG as part of its ongoing effort to raise the profile of local industry.

The Shire of Mitchell has become a Campaign Supporter and will use the AMAG logo as part of its ongoing strategy to promote local business.

The shire's population is projected to exceed 40,000 within the next 5 years. It's one of Melbourne's six key growth areas, lying only an hour north of the city on the Hume Highway. It includes the towns of Wallan, Kilmore, Broadford, Beveridge, Wandong, Heathcote Junction, Pyalong, Tallarook, Seymour, Puckapunyal and Tooborac.

The local council is focused on attracting more industry to the region, expanding its infrastructure and services and creating more jobs.

"Mitchell Shire Council is proud to support the Australian Made, Australian Grown Campaign and encourages our residents to recognise the value and benefit that comes with buying Australian made products," Mitchell Shire Mayor Graeme Coppel (pictured above left) says.

The new partnership was celebrated at Myriad Glass Studio in Kilmore, where guests watched as kiln-formed glass artist and AMAG licensee Marina Villani demonstrated how she creates jewellery, practical and art pieces.

"Using the AMAG logo alerts people to the fact the product is made in Australia. It gives our product a status that imported products can't claim and I'm wrapt with the results," Ms Villani said.

AMAG is also proud to welcome legal firm EKM Patent and Trademarks as a new Campaign Partner. The Melbourne-based attorneys specialise in intellectual property protection as well as provide a full range of legal services.

As Campaign Partners and Supporters, leading service organisations, local government bodies and retailers are making a corporate and public statement in support of Australian manufacturers and farmers and the products they make and grow. AMAG is proud to be associated with:

**Campaign Partners:** Aurora Community Channel • Bev Marks Australia • Bluescope Steel • Coles • Crocmedia • Forty Winks • EKM Patent and Trademarks • Harvey Norman (Furniture and Bedding) • The Purely Group • Qantas • Roy Morgan Research • Seafood Services Australia • Woolworths

**Campaign Supporters:** Ballarat • Casey • Darebin • Horsham • Hume • Mitchell • Moreland • Whittlesea

“Using the AMAG logo alerts people to the fact the product is made in Australia. It gives our product a status that imported products can't claim and I'm wrapt with the results”

**Marina Villani,  
Myriad Glass Studio**

## ACCC reviews proposed changes to logo's Code of Practice

The ACCC is currently reviewing a range of proposed changes to the rules governing the use of the AMAG logo.

Australian Made Campaign Limited (AMCL) has made a submission to the independent statutory body to make some changes to its Code of Practice, including:

- ▲ Amendments to existing rules to ensure AMCL has the right to refuse a licence to any product which does not meet the compliance criteria
- ▲ Addition of a new representation 'Australian Seafood'
- ▲ Amendment to permit the use of the logo with the representation 'Australian' on exported products
- ▲ Changes to the definition of 'substantial transformation' for food products
- ▲ A new rule to ensure AMCL has the power to refuse a licence to any product which has the potential to damage the reputation of the campaign
- ▲ A new rule regarding application of the logo overseas

If you have any questions regarding the above proposed changes or would like further information, please contact Lisa Crowe on 1800 350 520 or at [lisa.crowe@australianmade.com.au](mailto:lisa.crowe@australianmade.com.au)

## Chinese embrace AMAG logo wholeheartedly

The AMAG logo plays an important role in connecting customers overseas with purchasing authentic Australian products, as AMAG's Export Manager Ranjit K Singh recently witnessed first-hand.

Ms Singh says she was almost overwhelmed during a trip to China by the extent to which the Chinese have embraced the AMAG logo.

"There is a global hunger for all things Australian because Australia is seen as a clean and green country of friendly and healthy people," Ms Singh says.

"Chinese shoppers are more conscious of food safety issues following the melamine-tainted milk powder scandal of 2008, but they can buy Australian products with confidence knowing that they are safe, clean, innovative, of good value and high standard products.

"The AMAG logo provides the much needed assurance that those products that carry the certification mark meet the standards rules set out in the Australian Consumer Law."



Ms Singh travelled to Hangzhou to attend the launch of the Mothernest brand of pre-to-post natal products. The products are produced in Australia by GMP Pharmaceuticals and marketed by RBK Nutraceuticals Pty Ltd – both companies are licensed with AMAG to use the logo on their products.

Ms Singh also attended the official opening of the first franchised AUNEW store in Jinan, south east of Beijing in the Shandong Province. The AUNEW Group is a Sydney-based licensee that manufactures and distributes a range of Australian and New Zealand made health and nutraceuticals. It plans to open 100 franchised stores in China this year, using the AMAG logo widely as in-store advertising for the products licensed to carry it.

## AMAG's voice on the airwaves

AMAG is urging shoppers to do their bit for local manufacturers and farmers in a new radio advertising campaign.

The campaign will run for 13 weeks on Melbourne Talk Radio (MTR) and as part of the two-hour Sportsday program airing across 10 markets in regional Victoria.

In the ad, Chief Executive Ian Harrison encourages listeners to think more about the broader implications of their purchase decisions and to look for the logo and buy Australian.

"When you buy Australian made or Australian grown products, not only are you getting fantastic value for money, you can be proud, knowing you're doing your bit to help our local farmers and manufacturers when they need it most," Mr Harrison says.

The ad was produced by media company and Campaign Partner, Crocmedia.

## 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/register.aspx](http://www.australianmade.com.au/register.aspx) or can be faxed or emailed to you by calling the Australian Made, Australian Grown Campaign office on 1800 350 520.*



Crocmedia

# Australian Export Awards now open



› 49th Australian  
Export Awards

Are you the Prime Minister's next Exporter of the Year?

Applications are now being accepted for the 49th Australian Export Awards co hosted by Austrade and the Australian Chamber of Commerce (ACCI).

AMAG is delighted to be sponsoring the Large Advanced Manufacturer category for the 12th consecutive year.

"The Australian Export Awards showcase our nation's top exporters and encourage other businesses to strive for success in world markets," AMAG Chief Executive Ian Harrison says.

Each of Australia's states and territories operate an awards program where nominees are judged on their exporting strategies including marketing, innovation and sustainable growth.

State and territory winners will then progress to the national round where the Australian winners in each category will be determined and one business will be crowned Prime Minister's Exporter of the Year.

The national awards will be presented at a gala dinner in Brisbane on 8 December.

To find out more information and apply visit [www.exportawards.gov.au](http://www.exportawards.gov.au)



## Staff news

For the past five years, Vlad Jurkiw (pictured) and Andrew Musco of The Marketing Connection (TMC) have assisted Victorian manufacturers and growers access the AMAG logo in order to promote their Australian products and produce to shoppers and drive sales.

This followed an earlier time from 1986-1995 when they worked with the Advance Australia Foundation in the early days of the AMAG logo.

But the consultancy has decided it's time to pursue new opportunities when its contract with AMAG ends on 30 June.

"My future plans are to expand our consultancy business, devote more time to my board and committee positions and, if I find the time, travel," Vlad says.

"We have enjoyed the role in representing AMAG to the Victorian manufacturing community. The campaign is a very worthwhile cause and it has been a real pleasure and extremely rewarding to be a part of it from its infancy and to watch it grow. We wish all licensees and AMAG every success in the future."

AMAG thanks Vlad and Andrew for their support and wishes them well in their future endeavours.

The campaign is pleased to welcome Astrid Wemyss-Smith to the team in the position of Victorian Sales Manager.

Astrid joins AMAG with a tremendous sales record in advertising and media. She will assume responsibility for promoting the AMAG logo to businesses in Victoria and providing support to licensees from 1 July and can be contacted on 1800 350 520 or at [astrid@australianmade.com.au](mailto:astrid@australianmade.com.au)



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Australian Grown  
Campaign uses  
National Carbon  
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An Australian Government Initiative