



# AUSTRALIAN MADE AUSTRALIAN GROWN

## NEW AUSTRALIAN MADE MEDIA PLATFORM CLOSE TO LAUNCH

Australian Made, Australian Grown licensees will soon be able to leverage the power of the logo even further with the introduction of a new media and communications platform.

Australian Made Media will bring a range of benefits to licensees and a substantial boost to the Campaign's collective marketing effort. Available to licensees only, Australian Made Media will give local businesses the opportunity to feature their products in Australian Made branded, competitively priced media packages.

The new business is now one step closer to launch after the appointment of Sandra Crestani as National Sales Director.

"This is an exciting venture for local manufacturers and producers and we are particularly delighted to have recruited someone of Sandra's calibre to roll out the program," says Ian Harrison, Chief Executive of the Australian Made Campaign.

"Sandra brings with her 15 years experience in the media and advertising sectors and a passion for start-ups. Her experience and knowledge of the advertising industry makes her ideal for the opportunities and challenges that lay ahead. We're thrilled to have her on board."

Sandra joined the team in January and is now finalising the initial Australian Made Media packages.

"Launching something new is always exciting, but the launch of Australian Made Media is particularly so because it is linked to the value of buying Australian made," says Sandra.

"We produce a huge range of great products and of course Australian produce, grown in our own clean, green backyard, is exceptional. Connecting businesses with savvy consumers, and at the same time doing something special for the country, brings great satisfaction and commitment. I am so excited to be part of the team and a concept that I believe is going to be highly successful and add real value."

The key service will be an Australian Made branded infomercial platform for TV. The infomercial model has been proven world-wide to be a cost effective medium for increasing



*Sandra Crestani has joined the team as national Sales Director.*

sales of products and the Australian Made Media offering will add additional value by using the recognised and trusted logo.

"The Australian Made concept has a powerful cut-through with the Australian consumer and this emotional link is something other advertising platforms can't deliver. It's a differentiation which we believe will deliver sales results and value to our licensees," explains Sandra.

"The style, format and language in the advertisements will be unique because of the Australian flavour. The relationship that the advertisements create between a product and the fact that it is Australian is very powerful – particularly at a time where consumers want to buy locally made. It is a win-win for both consumers and licensees."

Details of the Australian Made Media offering will be available to licensees shortly. For more information about Australian Made Media and how to get involved, please contact Sandra Crestani on (03) 9686 1500 or email [sandra@australianmade.com.au](mailto:sandra@australianmade.com.au)



## CAMPAIGN APPOINTS NEW CHAIRMAN

The AMCL Board of Directors has a new Chairman,  
David Gray AM.

David has already been a tremendous supporter of the Australian Made Campaign, having been Deputy Chairman since 2001 and a Director since 1999.

David is the Managing Director of David Gray & Co, a Perth-based business that specialises in pest control products; and has been a committed logo user for many years. He is actively involved in a wide range of industry groups and is a past President of the WA Chamber of Commerce and Industry and also the Australian Chamber of Commerce and Industry.

“David has already stamped himself as a supporter for Australian manufacturing. It takes serious commitment to be based in Perth and serve on national bodies, where the

travel requirement can be such a significant business impost. David is one of those special persons who genuinely puts into the collective effort, be it at State or national level, and we all very much look forward to his leadership of the Campaign,” says Ian Harrison, Australian Made, Australian Grown Campaign Chief Executive.

David succeeds Robert Gerard AO, who has stepped down after leading the Campaign for the past 9 years, during which time the organisation has grown at a record rate with more than 10,000 products now carrying the logo.

“The entire Australian made community owes a tremendous debt to Robert for his outstanding leadership during his time as Chairman. His commitment to promoting “Aussie made” and his endless enthusiasm and generosity in providing support for Board meetings has been an inspiration to all. We are very pleased that he has agreed to continue to serve on the Board as a Director,” says Ian Harrison.

## LICENSEE SURVEY SHOWS GROWTH IN EXPORT ACTIVITIES

Several hundred licensees recently participated in an online survey investigating sales in export markets over the past three years. The survey, conducted in late January and early February, showed that the use of the logo in export markets has grown significantly over those three years.

“The survey has provided us with interesting insights into how and where the logo is used. Growth in the number of active exporters and logo use has been substantial during the export project period and it is particularly encouraging to see just how strong the growth has been in markets where we have conducted promotions,” says Ranjit Singh, Manager of AMAG’s Export Projects.

AMAG would like to thank all those who participated in the survey.

## RADIO AND PRINT CAMPAIGNS KICK START NEW YEAR

*Australia Day is a time to appreciate all the things that are great about being Australian and living in Australia – so what better time to launch an advertising campaign encouraging consumers to look for the green and gold logo, with the tag line that they can “make every day Australia Day”.*

*A substantial radio campaign across New South Wales, Victoria, Queensland, South Australia and Western Australia valued at just over \$133k launched the 2010 promotion of the logo in early January, while print advertisements appeared in key newspapers in the same markets around Australia Day.*

Wasn't Australia Day fun? Let's do it again! And again! And aga



You can make every day Australia Day by looking for this logo when you shop.  
There's more than 10,000 great Australian products registered to carry it.

[www.australianmade.com.au](http://www.australianmade.com.au)





# EXPORT PROMOTIONS

## BRING AUSTRALIAN PRODUCTS TO CONSUMERS AROUND THE WORLD

The stylised kangaroo has been hopping from one major event to another over the past few months, helping Australian businesses promote their products and produce. The prominent displays of the logo at a broad spectrum of events have assisted consumers from Dubai to Hong Kong identify authentic Australian goods.

Over the past months, promotions have included:

### Cosmoprof Show, Hong Kong

The largest trade show in Asia for the beauty and natural health sectors, this year's Cosmoprof attracted more than 40,000 visitors from around the world. 14 licensees participated in various pavilions at the show and received financial and marketing support from AMAG.

### Big 5 Show, Dubai

Featuring 52 national pavilions and more than 3000 exhibitors, the Big 5 Show is the largest exhibition for the international building and construction industry in the Middle East. The 2009 Australian pavilion was distinctly branded with the AMAG logo and 8 AMAG licensees were provided with a financial assistance package to participate in the show.

### Winter Fancy Food Show, San Francisco

AMAG coordinated the Australian pavilion, which featured the logo as part of the design, and supported five companies to participate in the San Francisco show.

### The Food Emporium supermarkets, New York

A *Taste of Australia* food promotion at the premier New York supermarket chain The Food Emporium was exclusively sponsored by AMAG for the second year. The event was part of the seventh G'DAY USA Australia Week program, and saw a great range of Australian products and produce promoted across this gourmet supermarket chain's 16 stores in New York.

### Arab Health Show, Dubai

7 licensees participated in this premier event for healthcare manufacturers with support from AMAG. The show attracted more than 70,000 visitors from 79 countries. The AMAG-sponsored Australian pavilion displayed the logo prominently and the new design will be used again later this month at the Gulfood Show in Dubai.

#### Right From Top to Bottom:

1. A promotion in premier supermarket chain The Food Emporium gave New Yorkers a chance to get a taste of Australia.
2. More than 58,000 people visited the Big 5 Show in Dubai.
3. The Australian Made pavilion at the Winter Fancy Food show included products from Australis Food group, Yarra Valley Dairy, Tasmanian Honey Company, Three Three's and Cobram Estate.
4. The green and gold logo featured prominently at the Arab Health Show in Dubai.



## SOCIAL NETWORKING TAKES AMAG MESSAGE TO GEN Y

Consumers around the world are spending an increasing amount of time on social networking sites, and so is AMAG with a fan page on Facebook, a group on LinkedIn and a profile on Twitter.

"Social networking is not just a great way to spread our messages fast and to our younger target markets, but it also gives consumers the opportunity to connect and interact with the Australian Made brand in a completely new way," says Vibeke Stisen, Marketing & Communications Manager.

"By fully embracing the opportunities Facebook, Twitter, LinkedIn and similar sites offer, we're reaching a new and potentially much larger audience."

New licensees are announced on both Facebook and Twitter along with updates on AMAG promotions and links to relevant news stories allowing fans and followers to get the latest information on products that carry the logo. The LinkedIn group provides an opportunity for licensees and other stakeholders to connect and exchange ideas.

Follow AMAG on twitter ([twitter.com/AustralianMade](https://twitter.com/AustralianMade)), join our Australian Made, Australian Grown group on LinkedIn or become a fan of AMAG on Facebook - and tell your friends and colleagues to do the same.



LinkedIn



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## MERCHANDISE ORDERING MADE EASIER AND CHEAPER



It makes sense to use the logo as boldly and aggressively on products, packaging and point of sale as possible, and licensees can now access a great range of merchandise by the click of a button.

Merchandise such as stickers, swingtags and posters can now be ordered online directly from our preferred printer, Longbeach Printing, by visiting the AMAG website. Ordering is simple and as an extra bonus, handling fees for online orders have been reduced to just \$10 as a result of the new ordering process.

The range of merchandise is constantly under review and the latest products include A1 posters.



## 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.*