

The Australian Made Campaign Newsletter

Update on the proposed new country-of-origin food labelling scheme

The Federal Government released a number of consultation documents in December in connection with its proposed new country-of-origin food labelling scheme.

The new mandatory scheme will for the first time incorporate a bar chart showing what proportion of ingredients come from Australia, and will also include – for those products made or grown in Australia – the Australian Made, Australian Grown (AMAG) kangaroo logo.

The draft 'Information Standard' sets out the proposed detail for the new scheme and the draft 'safe harbour defence' amendments set down the Government's proposal to remove the 50% value-added test as one of the two criteria underpinning a 'Made in Australia' claim.

Australian Made Campaign Ltd (AMCL) has been in regular contact with the Department of Industry about the new proposals and submitted comment in response to the public release of the latest drafts.

AMCL has relayed its support to the Government for the removal of the 50% value-added 'safe

harbour defence' test, providing that greater stringency is built into the definition of what does and what does not constitute substantial transformation across a range of different products.

The Government invited public comment on the consultation documents before January 29, 2016 and submissions are now being reviewed. You can visit <https://consult.industry.gov.au/cool-taskforce/cool> for more information.

In February, the Government released provisions for 'early adopters' - being companies that might want to use the proposed new labels in advance of the scheme being formally implemented. There is a risk to this in that full details of the new scheme and design of the proposed labels have not been finalised, but the opportunity is nevertheless available to companies wanting to get in early. A licence agreement with AMCL to use the AMAG logo is required. At this stage it is business as usual for AMCL and for use of the AMAG logo.

Licensees will be kept fully informed and advised as soon as further details come to hand.



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Latest campaigns featuring the Australian Made, Australian Grown logo

The AMAG logo featured in a number of campaigns over the festive season and holiday period.

The Australian Made Summer of Tennis was again a great success. Young children from far and wide rural and regional Australia participated in the national Australian Made Foundation Cup, which garnered publicity in cities all over the country. Australia's Fed Cup Captain, Alicia Molik, also featured in TV advertisements and radio features served to metro and regional markets throughout the Apia International and Australian Open encouraging Aussies to buy Australian Made and Australian Grown. The Breakfast with the Stars events held in Melbourne and Sydney ahead of both tournaments were heavily branded with the Australian Made,



Australian Grown logo as well. The campaign saw website visitation soar in January, and Aussie Made Club members increased significantly as well, driving more traffic to licensee profile pages.

In a separate initiative over summer, international tourists and those travelling interstate were targeted in a campaign encouraging consumers to buy Australian-made souvenirs when holidaying. The campaign saw billboards pop up in major metro airports during peak travel periods

reminding shoppers how to identify genuine Aussie products and produce. The Christmas and Australia Day festivities also drew significant publicity, with national TV, print, radio and online publicity reminding Australians to look for the logo when shopping. A multi-page logo-branded advertorial lift-out in The Age and Sydney Morning Herald on Australia Day provided licensees with a great opportunity to get their genuine Aussie products and produce noticed as well.

New Australian Made Campaign Associate: Complementary Medicines Australia

Australia's booming complementary medicines industry is set to benefit from a newly formed partnership between the sector's peak body, Complementary Medicines Australia, and the not-for-profit Australian Made Campaign.

Although currently voluntary and underutilised, country-of-origin branding has become a significant competitive advantage for local manufacturers in recent years, according to Complementary Medicines Australia CEO Carl Gibson.

"Australia's high manufacturing standards result in extremely high quality products, which are well-known for their safety and efficacy, and prominent Australian branding helps local manufacturers leverage that fact," Mr Gibson said.

"We see the iconic green-and-gold Australian Made kangaroo logo as the most distinctive way to promote 'Australia's clean and green'



complementary medicines to the world."

Australian Made Campaign Chief Executive, Ian Harrison, said it was fantastic to see Complementary Medicines Australia taking a strong stance on country-of-origin branding in its new role as a Campaign Associate.

"Complementary Medicines Australia is taking the lead on an important issue which has the potential to drive considerable industry growth and

improve transparency for consumers," Mr Harrison said.

Part of the Australian Made Campaign's role involves educating Australian businesses on how to leverage country-of-origin branding. Australian Made Campaign Chief Executive, Ian Harrison, will be speaking at the National Complementary Medicines Australia Conference in September this year.

For more information, visit www.cmaustralia.org.au.

Changes to the Australian Made Campaign Board of Directors

The Australian Made Campaign held its annual general meeting in November in Canberra.

Long-time Director, Robert Gerard AO, the Chairman of Gerard Corporation, and Alf Cristaudo, the former Chairman of the Australian Canegrowers Council, both stepped down from the Board at the meeting. Fiona Simson, the Vice President of the National Farmers Federation, and Richard Holyman, the former President of the Australian Chamber of Commerce and Industry and CEO of Australian natural medicine manufacturer Martin & Pleasance, were elected to fill their vacancies. Glenn Cooper AM, the Executive Chairman of Coopers Brewery, was also re-elected as a Director and was then reconfirmed as AMCL Chairman at the Board meeting last month.

The Australian Made Campaign's Board consists of ten Directors, as follows;

- Glenn Cooper AM (Chairman), Executive Chairman, Coopers Brewery Ltd (Adelaide)
- Allyn Beard (Deputy Chairman), Company Director, A.H. Beard Pty Ltd (Sydney)
- Neil Summerson AM FCA (Treasurer), Company Director and former Chairman, Bank of Queensland (Brisbane)
- Nicki Anderson, MD, Corporate Giving & Partnerships Manager, Australian Red Cross (Melbourne)
- Kate Carnell AO, CEO, Australian Chamber of Commerce and Industry (Canberra)
- David Gray AM, MD, David Gray & Co Pty Ltd (Perth)
- Richard Holyman, CEO, Martin & Pleasance (Melbourne)

- Robert Hutchinson, State Manager, ParexDavco (Australia) Pty Ltd (Brisbane)
- Michele Levine, CEO, Roy Morgan Research (Melbourne)
- Fiona Simson, VP, National Farmers Federation (Northern New South Wales)

The Directors are elected by the organisation's 11 Governing Members – the Australian Chamber of Commerce and Industry and its network of State and Territory Chambers, and the National Farmers' Federation.

The Australian Made Campaign congratulates Treasurer Neil Summerson on being honoured as a Member of the Order of Australia this year, "for significant service to the finance, commerce and business sectors, to the arts, and to the community".

Robert Gerard appointed first Patron of the Australian Made Campaign

Last month at a private dinner in Sydney attended by the campaign's Board of Directors, their partners and special guests, the Hon John Howard OM AC and Mrs Howard, former long-time Director of the Australian Made Campaign Robert Gerard AO was confirmed as the Australian Made Campaign's inaugural Patron.

It was particularly significant that Mr Howard was present as it was he who as Prime Minister in 1999 relaunched the Australian Made campaign, and then in 2006 hosted a reception in Parliament House to celebrate the AMAG logo's 20th anniversary.



In Mr Gerard's role as President of

the Australian Chamber of Commerce and Industry in the late 1990's, he was instrumental in reforming the Australian Made Campaign. He served as a Director for 16 years from 1999-2015, was Deputy Chairman for two and a half years and Chairman for eight.

Mr Gerard is well-known nationally and internationally for his contributions to Australia's business community and has also had a significant impact on the educational and sporting communities in South Australia. This was all formally recognized in the June 1999 Queen's Birthday Honours List when he was appointed an Officer in the General Division of the Order of Australia "for services to the South Australian domestic and export industries, to youth (particularly with the Duke of Edinburgh's Award), to the community, and as a sponsor of



cultural and sporting activities".

Among his current roles he is the Executive Chairman of Gerard Corporation, the Chairman of the Hall of Fame Governors for the SA Sports Hall of Fame, a Director of the Order of Australia Association Foundation, a Patron of the Duke of Edinburgh Award in SA and World Fellow, and was the Ernst & Young Australian Entrepreneur of the Year in 2004.

The Australian Made Campaign is sincerely grateful to Robert Gerard for his enormous contribution to the reformation and growth of the campaign administering Australia's iconic green-and-gold kangaroo logo.

Strengthen your online presence

Visitation to the Australian Made website continues to go from strength to strength, with an average of over 90,000[^] people making their way to the site each month.

This means that advertising on the Australian Made website gives you the distinct advantage of being able to target your Aussie products to a precise and engaged audience.

There are many different ways in which you can leverage the thousands of potential customers looking for genuine Aussie products. In addition to your basic free profile on the Australian Made website, you can engage via:

- Banner advertising in varying sizes
- Competition giveaways – get your products directly into consumers' hands
- Special product promotions such as the 'Hot Aussie Products' and upcoming Mother's Day promotion.

Special product promotions provide the opportunity to advertise to specific target groups. The Mother's Day promotion has been created to make the most of people searching for great Australian gifts this Mother's day.

To get your products listed on the dedicated Australian Made Mother's Day page and drive more gift buyers to view your products, or to access any of the digital advertising opportunities on www.australianmade.com.au, call **1800 350 520** or email info@australianmade.com.au.

[^]Three-month average (Nov/Dec 2015 /Jan 2016)



**AUSTRALIA WEEK
CHINA**
澳大利亚周·中国
11-15 APRIL 2016

The Australian Trade Commission (Austrade) recently opened registrations for 'Australia Week in China' which will run from 11-15 April, 2016.

The event offers delegates an excellent opportunity to visit China for trade and investment seminars, roundtables, site visits, product showcases and networking events with Chinese business, industry and government.

The Australian Made Campaign will have a representative in attendance.

You can register via the Austrade website www.austrade.gov.au/awic2016.

Registrations close 18 March 2016.

UPCOMING EVENTS

The Australian Made Campaign actively promotes the AMAG logo at a range of industry events.

Australian Made Campaign Chief Executive, Ian Harrison, will be promoting the benefits of country-of-origin branding and encouraging shoppers – be they individuals, businesses or Government – to support local manufacturers at the following upcoming conferences and exhibitions:



ausdrinks Asia Pacific Regional Beverages Summit March 21-22
australianbeverages.org/eventsausdrinks/ausdrinksconferenceexhibition2016



National Manufacturing Week May 11-13
www.nationalmanufacturingweek.com.au



ASMEX May 16-18
www.aimex.asn.au/events/asmex-conference



Furnishing in Focus June 8-9
www.furnishinginfocus.com

For more information or to register to attend, visit the respective event websites.

Contact us on **1800 350 520** or email info@australianmade.com.au