

The Australian Made Campaign Newsletter

New country of origin food labels are here

Australia’s new country of origin food labelling laws came into effect on 1 July 2016, helping Aussie consumers find out more about their food.

The Australian Made Campaign’s (AMCL) famous Australian Made, Australian Grown (AMAG) kangaroo logo will feature on most new labels, along with a bar chart showing what proportion of the ingredients come from Australia. It will give shoppers a better understanding of how much of their food is sourced locally.

The new system is compulsory for most food products produced for sale in Australia. Consumers will gradually start to see the new labels roll out, with a two year phase-in period to allow companies to redesign, reprint and apply the new labels before the 30 June 2018 deadline, when the new system will become mandatory.

Companies will still be allowed to sell products with the existing labels after 1 July, 2018 providing the labels were applied before the cut off date.

“A tighter system for food labelling, coupled with a better understanding of that system by consumers, will give Aussie shoppers more confidence in what they are

purchasing,” Mr Harrison said.

“This is what consumers have been asking for.”

AMCL believes the widespread use of the AMAG logo will strengthen it’s connection to Australia and thereby help boost sales of genuine Aussie goods in domestic and export markets. Exported food is not required to carry the new labels so businesses wanting to use the AMAG logo on their exported food products can continue to do so under a licence with AMCL.

Shoppers will continue to see the AMAG logo on all other types of Aussie products with AMCL to administer and promote the logo as a voluntary country of origin certification trade mark.

For more information on the voluntary certification scheme visit www.australianmade.com.au/for-business.

For more information on the Australian Government’s new mandatory country of origin food labels, visit www.foodlabels.industry.gov.au. Businesses should also visit www.business.gov.au/foodlabels.



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Australian Made and GS1 collaborate to support the new country of origin food labels

The Australian Made Campaign (AMCL) and GS1 Australia have partnered with brand-owners to help in the food and grocery sector deliver the new Country of Origin Labelling (CoOL) information to consumers and retailers.

AMCL and GS1 Australia will support the new food labelling laws by establishing a database of all food products made or grown in Australia to capture CoOL data.

AMCL Chief Executive, Ian Harrison, said, "We welcome the collaboration with GS1 Australia as it will provide brand owners and retailers with food labelling consistency, access to country of origin information via the National Product Catalogue, and seamless integration of product country of origin information onto online shopping platforms."

According to Maria Palazzolo, GS1 Australia's Chief Executive Officer this collaboration supports the shared vision of protecting the Australian

food supply chain and the safety of consumers.

"Today people want to know where their food is grown, manufactured and packaged. The new labels will alleviate growing concerns about the quality and safety of the food they eat. Capturing and leveraging the CoOL data on the National Product Catalogue using GS1 standards will also allow for better visibility of product as it moves through the value chain."



Famous Aussie 'Lambassador' Sam Kekovich joins the Australian Made Campaign

Australian media personality Sam Kekovich has teamed up with the Australian Made Campaign (AMCL) to encourage shoppers to look for the famous Australian Made, Australian Grown logo when they shop.

The well known 'Lambassador' has taken to the airwaves for AMCL, voicing radio advertisements encouraging consumers to look for genuine Aussie products that carry the logo and buy with confidence. "There's nothing more Australian than supporting local products and

produce by looking for the iconic green and gold kangaroo logo," Mr Kekovich said. "You know it makes sense to buy Aussie."

"Sam has already been part of something quintessentially Australian in his role as 'Lambassador' so it was an obvious choice to get him on board," AMCL Chief Executive Ian Harrison said.

"Hearing such a well known Australian identity on radio, encouraging shoppers to buy genuine Australian products and produce will no doubt have an impact," he said.

Australian Made Campaign continues to grow

The Australian Made Campaign (AMCL) continues to see exponential growth with 594 new licensees joining AMCL last financial year, an increase of 16%.

The figure brings the total number of licensees to 2601 and the number of registered products is currently sitting over 15,000.

AMCL expects the growth rate of licensee numbers to wane over the next 2 years as the Government's new food labelling laws come into effect and AMCL is no longer able to license new food products for sale in Australia.



Oz-Town store at 'Australia Week in China'

High demand from Chinese consumers for goods that have been certified as genuinely Australian made and Australian grown has led to the launch of a new store in Shanghai, China dedicated to Australian goods.

The flagship 'Oz-Town' store was launched in April, during 'Australia Week in China' festivities, showcasing a range of products certified to carry the Australian Made, Australian Grown kangaroo logo.

The Shanghai store is part of a chain of stores Oz-Town expects to roll out in concert with the Suning retail empire across China during 2016/2017.

Chinese consumers will be able to shop in-store for popular certified items, including baby formula, vitamins, ugg boots, clothing and skincare products.

Australian Made Campaign Deputy Chief Executive, Ben Lazzaro, who participated in the opening of the store in Shanghai, said the logo



was well-recognised and trusted in China.

"The launch of the 'Oz-Town' stores will offer new market opportunities for producers of genuine Aussie products and produce, while providing local consumers with

a 'one-stop-shop' for authentic Australian goods," Mr Lazzaro said.

The new chain of retail outlets will be supported by a strong online presence through major Chinese e-commerce platforms Hainaocheng, JD, Papago, Suning and Tmall.

Furnishing in Focus

The Australian Made Campaign (AMCL) was again proud to be a supporter of the annual Furnishing in Focus exhibition for 2016.

Presented by Australian Made licensee Warwick Fabrics, the event again featured a wide selection of locally produced furniture and furnishing designs.

The event is not open to imported furniture product.

The trade-only show at the Melbourne Convention and Exhibition Centre ran over the 2

days 8-9 July.

Networking events and promotional activities were also held which allowed exhibitors to develop relationships with buyers and build up their contacts base.

"The Australian Made Campaign has been proud to support the Furnishing in Focus event again for 2016," Australian Made Campaign Chief Executive, Ian Harrison, said.

"The exhibition is a great chance for furniture and furnishing manufacturers to present their genuine Aussie products to buyers

and encourage benefits of buying locally."

One of the highlights of the event was the announcement of the annual 'Vice Award' which acknowledges someone who has made a long term contribution to the Australian furniture industry. This year the award went to Carol Arnold from Dankz Furniture.

To catch up on what happened at Furnishing in Focus 2016 visit the website:

www.furnishinginfocus.com/

ACCC action against ugg boot importer

The Australian Made Campaign has welcomed action taken by the Australian Competition and Consumer Commission (ACCC) against ugg boot manufacturer Kingdom Groups International Pty Ltd (Kingdom), for misusing the Australian Made logo on its Chinese-manufactured products and website.

Kingdom's website featured images of the Australian Made logo attached to its 'Aries Sheepskin footwear', along with statements that the footwear was 'truly Australian

made', and manufactured in 'Junee, Canberra, Australian Capital Territory'. The products were also being fraudulently tagged with the Australian Made logo.

Following an investigation by the ACCC, Kingdom was ordered to pay \$10,800 for the infringement.

"AMCL is now working with the Australian Sheepskin Association to educate all producers and retailers of sheepskin products about the rules for making a country of origin claim and the need for compliance." Mr Harrison said.



Advertising opportunity: 'Christmas Crackers' coming to a website near you

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 'Winter Wonders' and upcoming Christmas promotion.

Special product promotions provide the opportunity to advertise to specific target groups. The 'Christmas Crackers' promotion has been created to make the most of people searching for great Australian gifts this Christmas holiday season.

To get your products listed on the dedicated Australian Made Christmas Crackers 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)

AFL Country Game

In April the Australian Made Campaign announced a new partnership with the AFL's Essendon and Geelong football clubs, which saw the Australian Made, Australian Grown logo featured as part of the inaugural 'Country Game'.

The Country Game celebrates Australia's rural and regional towns and their contribution to the sport – as well as the economy and the community. Fans were treated to a live concert, farmers' market and field shows, bringing a taste of the country to the city.

The flagship event took place at the MCG and Yarra Park in Round 4 on 16 April, with the logo highlighted throughout a range of activities before, during and after the game.

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