



**Australian Made Campaign**

# Licensee Handbook

A comprehensive guide to managing your licence to use the Australian Made, Australian Grown logo

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# Welcome

**Congratulations! Your products have been approved to carry the prestigious Australian Made, Australian Grown logo. The logo is the most recognised and trusted country of origin symbol for Australian products and you should use it with pride.**



In this document, we've put together some information to get you started with the logo. Please take a few minutes to look through it. If you have any questions, don't hesitate to give us a call on [1800 350 520](tel:1800350520) or email [info@australianmade.com.au](mailto:info@australianmade.com.au).

## The basics

You've got a licence to use the Australian Made, Australian Grown logo - what does that mean? Here is a summary of the basics:

- The licence gives you the right to use the logo on your approved products and associated marketing material. If you're not sure which products have been approved, check your certificate or give us a call.
- Your licence is identified by a four-digit customer ID number. You can find this number on your certificate. Please quote this number when contacting us about your licence.
- The licence is most commonly for a 12 month period and needs to be renewed at the end of that time. We'll send you a reminder when it's time to renew.
- Logo artwork can be downloaded from your account on the Australian Made website. If you don't know your login details, give us a call on [1800 350 520](tel:1800350520).
- You can use any two-colour combination you like for the logo, but please don't change any of the design elements! See our Style Guide for more information.
- Every licensee gets a free listing on the Australian Made website. You can upload images and information about your products and your company to help consumers find you.
- Merchandise such as logo stickers and swing tags can be purchased from our approved printer. See page 8 for more details.
- As a licensee, you are expected to follow the rules for use of the logo set out in the Code of Practice. The Code can be downloaded from the **Resources** section of the Australian Made website.

Now read on for more detailed information.

# Using the logo

## On products

Please make sure that the logo is only used on products which have already been approved by AMCL. If you're not sure which products have been approved, check your certificate or give us a call.

Place the logo prominently on your packaging. Consumers are looking for Australian goods — help them find yours.

The logo can be applied as a sticker or swingtag or incorporated into your own labels or packaging. It can also be stencilled, burnt, embossed or stamped onto your product.

Small package? The words under the logo should be legible. If you have a small package, please give us a call to discuss your options.

## In marketing material

The logo may be used on promotional material such as websites, brochures, advertisements, signs and POS material as long as it is only used in direct association with your licensed products.

If you have a range of products, some of which are not licensed by AMCL, the logo should only be used on those pages or sections of the website or printed material which refer to those licensed products. It would be misleading to place the logo on the home page of the website or on a banner which appears on all pages of the website or on the front of the brochure or catalogue because that would imply that all of the products featured in that website or brochure are licensed to carry the logo.

Similarly, if your company is primarily a service provider with one or two registered products, the logo should not be used in a general way on your website or brochures, as this would imply that the services being promoted are registered with AMCL.

The logo may be used on tender documents where the product/s mentioned in the tender are registered with AMCL.

The logo may also be used on company stationery such as letterheads and business cards, and on company vehicles, but only where all the company's products are registered with AMCL.

The logo may be used in the form of flags, posters, banners or other merchandise at trade shows and similar events or in retail outlets provided that the products being promoted are licensed with AMCL.

## Retailers

If a retailer is selling or advertising your products, they may use the logo at point of sale or in product advertising for any products that are licensed by AMCL.

# Your online account



You can manage many aspects of your Australian Made licence through your online licensee account.

You can use your account to:

- download logo artwork
- create your certificate
- order logo merchandise
- manage your online profile
- manage your licensed products
- renew your licence
- access helpful documents.

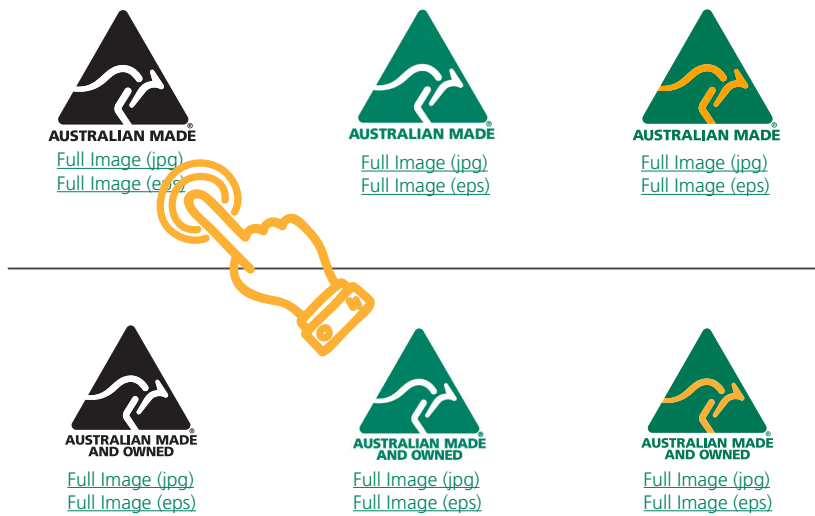
To access your account go to [www.australianmade.com.au](http://www.australianmade.com.au) and click on the yellow **Licensee Login** button on the top right. If you don't know your log in details, give us a call on [1800 350 520](tel:1800350520).

## Latest news

Keep up to date with the latest Australian Made news and special offers through our monthly email newsletters and bi-annual hard copy newsletter.



# Logo artwork



Logo artwork can be downloaded from your account on the Australian Made website.

Log in to your account and click on the green **Logo Artwork** button.

Artwork is provided in two formats - JPG (for web) and EPS (for print) - in black and white, green and white, and green and gold colour combinations.

Each one of your products will have been approved to use the logo with a specific descriptor. These are the words under the logo, such as "Australian Made", "Australian Grown" or "Product of Australia". Please make sure that you use the correct descriptor and artwork with each product. If in doubt, check your certificate or give us a call.

If your products have been approved to use the logo with the "Australian Made" descriptor, you may also use the artwork with "Australian Made & Owned", as long as this is appropriate for your company. We don't certify company ownership, so it is up to you to decide whether to use this.

For products which are to be exported, you may use the logo with the "Australian" descriptor. This should not be used for products which are to be sold in Australia.

# Customising logo artwork



The logo can be used in any two-colour combination, although we recommend the standard green-and-gold colours. The standard colours are **Pantone 341 Green** and **Pantone 137 Gold**.

The logo should always be used with the correct descriptor directly underneath, however you may add additional text to the descriptor. For example, "Australian Made since 1923" or "Australian Grown in Queensland".

If you require logo artwork to be customised in any other way, please check with us first to make sure that what you have in mind is acceptable.

You will need to use your own graphic designer to make any changes to the artwork.

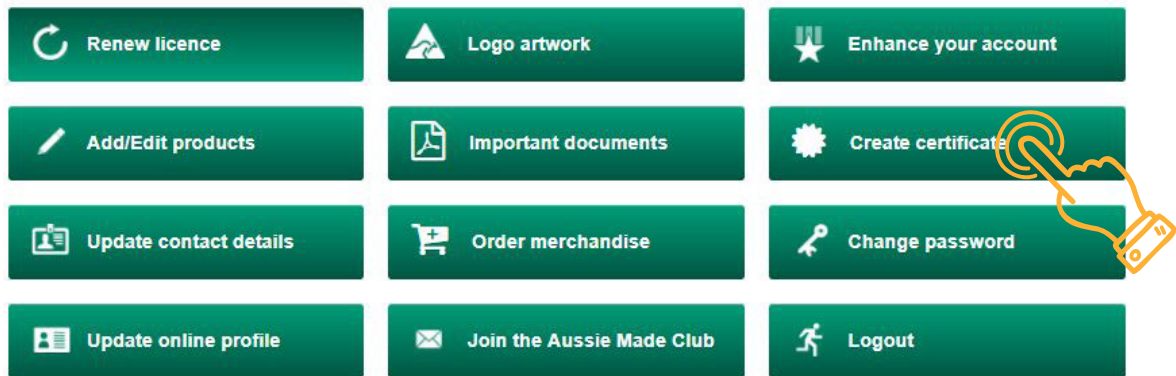
Please see our Style Guide for more information about artwork. The Style Guide can be downloaded from the **Resources** section of the Australian Made website.



# Certificates

You can log in to your licensee account on the Australian Made website to create and download a certificate which lists your licensed products.

Click on the green **Create Certificate** button.



You can customise your certificate so that it only shows some of your products. Licensees are permitted to generate multiple certificates that feature all, or a selection of licensed products.

Simply select the products you would like to include on your certificate and press the **Generate Certificate** button. Repeat this process for each certificate variation.

All certificates must include at least one licensed product.

The certificate will pop up in a new window. It is in PDF format and can be saved to your computer or printed. (Tip: you may need to allow pop-ups if your browser has a pop-up blocker.)

If you add or delete products, you can generate a new certificate which reflects the changes. Please note that new products need to be approved by AMCL first.

When you renew your licence, you can also create a new certificate which shows the updated expiry date of your licence.

Please note that you should not attempt to alter your certificate in any way - this would be considered a serious breach of the conditions of your licence.

# Merchandise

A range of logo merchandise is available from our preferred printer and can be ordered online. The products available will vary from time to time, but include stickers and swingtags in a range of sizes, bottle tags, POS material and pull-up banners, bumper stickers, cuff links and lapel pins.

To access online ordering, log in to your licensee account and click on the green **Order Merchandise** button.

You can also provide the artwork to your own printer if you have special requirements.

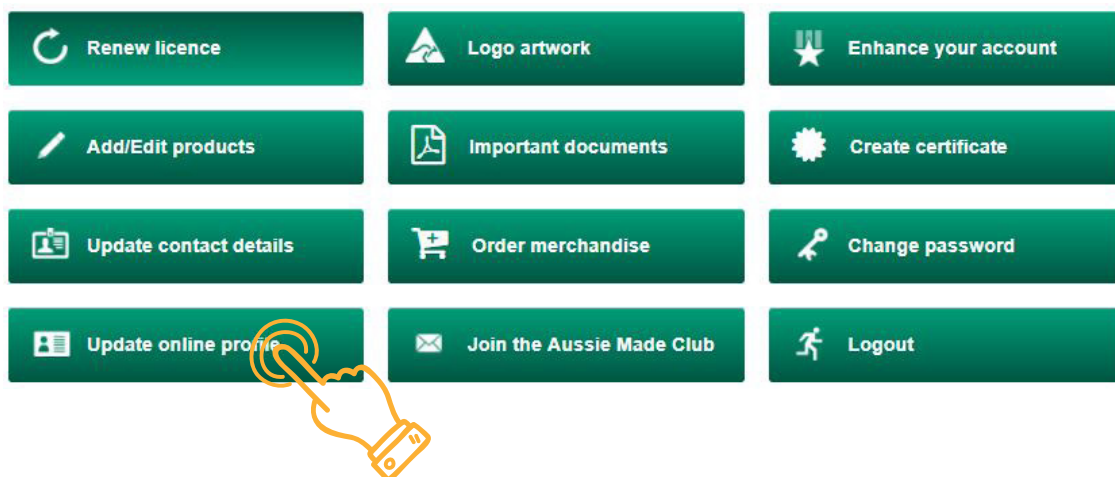
# Creating your online profile

Every licensee has a templated listing on the Australian Made website. This listing includes your preferred business name, customer contact information such as your company's public email address, phone number and website, and details of your licensed products.

You can customise your profile with logos, images, descriptions, brochures and even a map.

Your online profile plays an important role in building awareness for your brand and driving sales. The more details you can provide, the better your profile will look and the easier it will be for shoppers to find your products.

To build your online profile, log in to your licensee account and click on the green **Update online profile** button.



Be sure to press **Save and continue** to save the changes to your company profile.

Any changes you make to your products via your licensee account will not appear on the Australian Made website until the next day.

If you have any problems with the process, call us on [1800 350 520](tel:1800350520).

# Advertising

As an Australian Made licensee, you have access to a range of opportunities to promote your products, including online advertising banners, featured product tiles, priority search options, e-newsletter banners and competitions.

Our range of digital packages can help your business stand out and target specific sectors of the Australian Made digital audience – all the while saving you money.

Call us on [1800 350 520](tel:1800350520) for more information.

# Social media

The Australian Made Campaign has a social media following of more than 300,000 consumers who are passionate about Aussie products and produce, so it can be a great way to promote your products to a targeted audience of potential customers.

Audience as at July 2017:

Facebook: 285,000 followers

Twitter: 10,700 followers

Instagram: 7,900 followers

If you have a great story to tell, contact our social media team to discuss whether we can feature you on our Facebook, Twitter or Instagram accounts.

Please note that any promotion will be at the discretion of our team who will make a decision based on the relevance of the content and the quality of images/videos available.



# The Aussie Made Club

**The Aussie Made Club is an opt-in club for individuals to demonstrate their support for local manufacturers and growers. The Club aims to build consumer support for the logo and the great Aussie products that carry it—like those you produce.**

Subscribers to the Aussie Made Club receive a monthly email newsletter and can participate in competitions, go into the draw for giveaways and keep up-to-date on all the great products that use the logo. It's free to join, so encourage your staff, family and friends to join today.



## Other promotional opportunities

From time to time we will contact you about special opportunities to promote your products.

Keep an eye on our monthly licensee e-newsletters for information about special offers and initiatives.

# Managing your licensed products

**All products which carry the logo, or are marketed using the logo, must be registered with AMCL. If you're not sure which products have been approved, check your certificate or give us a call.**

When you apply for a licence to use the logo, you will be asked to provide a list of products. These can be specific product names, for example, 'Tuscan Dining Suite', or names of ranges or types of products, such as 'Timber bedroom furniture'.

You should not use the logo on any products except those on the list.

It is a requirement of your licence that you inform AMCL of any change to your list of products. If a product no longer meets the compliance criteria, for example, if you move your manufacturing offshore, the product must be removed from your list and you must stop using the logo in relation to that product immediately. If you cease manufacturing the product, you must also let AMCL know.

If you are no longer making any of the products registered with AMCL, you must advise AMCL and cancel your licence.

## > To delete existing products

Log in to your licensee account and click on the green **Add/Edit Products** button.



To delete a product, click on the **X** next to the green **Edit** button.

Click **OK** to confirm the deletion.

If you have any problems, call us on [1800 350 520](tel:1800350520).

Alternatively you can write or email us ([info@australianmade.com.au](mailto:info@australianmade.com.au)) requesting that the products be deleted.

## > To add new products

You can add new products online or you can notify us of their details by emailing [info@australianmade.com.au](mailto:info@australianmade.com.au).


To add products online, log in to your licensee account and click on the green **Add/Edit Products** button.


At the bottom of your list of licensed products you will see a green **Add a product** button. Click this button then fill in the details of your new product. Don't forget to click on the **Save** button when you're finished.

Keywords:

BarCode:

[Cancel](#) **Save product** **Save and add images**

 If you want to add images of the new product, click the yellow **Save and add**



You can then upload up to 4 images or videos per product. Please make sure you read the instructions first, and save your changes when you're done.

New products will show in your account with a pink background. This means they have not yet been approved to carry the logo. A member of AMCL's Compliance team will contact you about the new products and you may be asked to provide more information about how the products are made, or to fill out a product worksheet.

Our staff will assist you with this process, and will also advise you if there is any additional fee payable.

Please note you cannot apply the logo to the new products until they have been approved. New products will also not be listed on the Australian Made website until after they have been approved.

## > **To update existing products**

You can update the information we hold about your products—for example, change the name of the product, change the product category, add keywords or product features, or upload images of the product.

This will make your listing on our website more informative and more attractive to consumers looking to buy Australian made products.

You can do this online by logging in to your licensee account and clicking on the green **Add/Edit Products** button. Click on the green **Edit** button next to the product you want to update.

Please note: you cannot change the name of a licensed product to create a new product. For example, if your licensed product was called "Dog food", you could change the name to "ExtraNice dog food". However if you changed the name to "Cat food", that would have the effect of deleting the original product and adding a new one.

Any changes you make to your products via your licensee account will not appear on the Australian Made website until the next day.

If you have any problems with the process, call us on [1800 350 520](tel:1800350520).

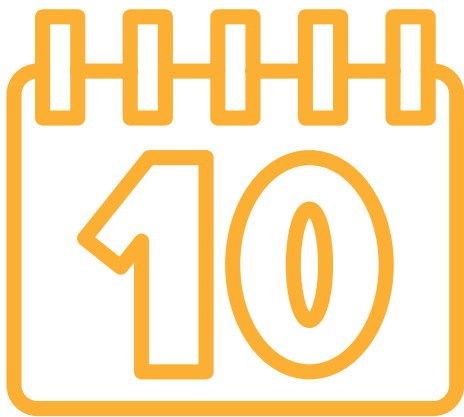
# Renewing your licence

We will send you a reminder when your licence is due for renewal. Reminders are sent by email to the authorised contact person on our database.

To renew your licence, log in to your licensee account and click on the green **Renew Licence** button. If you don't know your login details, give us a call on [1800 350 520](tel:1800350520).

Please take a couple of minutes to review the details of your account. It's important that we have the correct contact details for your company. You should also take this opportunity to review your list of licensed products to make sure it is correct and up to date.

When you're happy that all the information is correct, press the green **Continue** button at the bottom of the page.



On the next page, you'll be asked to tell us the total sales of your licensed products in the last year. In the window next to the green **Calculate** button, select the range which corresponds to your sales.

For example, if your sales amounted to \$850,000 for the year, you would select the "750,000 - 1 million" range. Then click the green **Calculate** button and you will be advised of the amount of your licence fee, including GST.

Please tick the box next to the turnover declaration and then click the green **Save and continue** button.

There are a couple of extra questions on the next page and then you can click the green Renew button.

You can then pay your licence fee online using a Visa or MasterCard. A receipted invoice will be sent to you.

If you don't want to pay online, you can log out at this point. We will send you an invoice by email.

If you have any problems with the renewal process, give us a call on [1800 350 520](tel:1800350520).



## Cancelling your licence

If you don't want to renew your licence, please let us know by emailing us on [info@australianmade.com.au](mailto:info@australianmade.com.au). It's helpful if you tell us why you're not renewing.

If you are cancelling your licence, please ensure that you have removed the logo from products and from your website and other marketing material.

If you haven't renewed your licence within 3 months of its expiry date, we will send you a letter advising that your licence has been revoked.

## Changes to your company

If your company has changed its name or been sold or restructured, please email us on [info@australianmade.com.au](mailto:info@australianmade.com.au) with the details.



# Compliance matters

Consumers and businesses trust the logo as an indicator of genuine Australian products. It is important therefore to protect the integrity of the logo through a program of compliance monitoring and enforcement.

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## > Code of Practice

The Australian Made, Australian Grown logo is a registered certification trade mark, which means its use is governed by a strict set of rules.

As a licensee, you should be familiar with the rules for using the logo which are set out in our Code of Practice. You can download a copy of the Code from **Australian Made documents** under the **Resources** tab on the Australian Made website.

The Code of Practice may be amended from time to time. When this happens, all licensees will be notified and sent a copy of the amended document.

If you have any questions about the Code of Practice, please email [compliance@australianmade.com.au](mailto:compliance@australianmade.com.au).

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## > Compliance audits

AMCL conducts an annual program of compliance audits of a randomly selected sample of licensees.

An independent auditor reviews selected licensees' use of the logo to verify that their products meet the compliance criteria and their use of the logo is appropriate.

If you are selected for an audit, AMCL will send you a letter advising you of this. Our auditor will then contact you to make an appointment. It is a condition of your licence that you cooperate with the auditor.

We will try to make the audits as painless as possible for you. You will need to be able to explain to the auditor how your products are made and where the key ingredients or components come from. You should also be able to show him how and where you use the logo (i.e. on which products and marketing materials).

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## > Complaints

The Code of Practice requires that all complaints relating to misuse of the logo be investigated.

If you are aware of a company using the logo without a licence, or using the logo on products which don't comply, please advise AMCL by emailing [compliance@australianmade.com.au](mailto:compliance@australianmade.com.au). We will investigate and let you know the outcome and your details will be kept confidential.

If we receive a complaint about your use of the logo, we are required to investigate it. It is a condition of your licence that you cooperate with any compliance investigation. AMCL will not reveal confidential information about your company and/or products to the person who lodged the complaint.



# When to contact AMCL

Please contact AMCL if:

- your company name is changed, or your company is sold or restructured
- you want to change your authorised contact person or address or other contact details (alternatively, you can update these online via your licensee account)
- you wish to add or delete products from your licence (this can be done online too)
- you wish to cancel your licence
- you have a story or event to share on social media
- you become aware of someone misusing the logo
- you want more information about how to leverage the logo to sell more products and build your brand.

# About AMCL

The Australian Made, Australian Grown logo is administered by Australian Made Campaign Limited (AMCL), a not-for-profit public company established in 1999 by the Australian Chamber of Commerce & Industry (ACCI) and its network of state and territory chambers of commerce, with the cooperation of the Federal Government.

AMCL is not a government body and does not receive government funding for its core operations, which are licensing companies to use the logo and promoting Australian products both in Australia and overseas.

## Contact details

Australian Made Campaign Limited  
Suite 105, 161 Park Street  
South Melbourne VIC 3205

Phone: [\(03\) 9686 1500](tel:0396861500) or [1800 350 520](tel:1800350520) (free call within Australia)

Int'l ph: [+61 3 9686 1500](tel:+61396861500)

Fax: [\(03\) 9686 1600](tel:0396861600)

Email: [info@australianmade.com.au](mailto:info@australianmade.com.au)

Our office is open between 8.30am and 5.30pm, Monday to Friday (Australian Eastern time).