

Australian Made

News, Views and Issues

Issue 13 Autumn 2003

Good news for Australian manufacturers

More and more Australians are buying Australian made goods, and three quarters of all Australians have used some source of information in the past 12 months to find out if a product is Australian, according to Roy Morgan Research.

The research, commissioned by the Australian Made Campaign, found that 87% of respondents were consciously buying Australian products – an increase of almost 10% since the last study in 2000.

Almost half of all Australian adults aged 14 and over are consciously buying Australian made products whenever possible. Older age groups are more likely to buy Australian whenever possible, and are less likely to be swayed by price. One in 10 respondents said nothing would influence them to buy an imported product over a similar Australian made product.

The research has found Australians rely heavily on the media for information to determine what's Australian and what's not.

One in two Australians use TV, newspapers and magazines as a source of information on Australian brands and companies. One in five has used information provided by the Australian Made Campaign over the past 12 months.

When asked what they look for to determine if a product is Australian made or not, over one third of respondents spontaneously look for the Australian Made logo. A similar proportion look for the words 'made in Australia'. These were the two most widely mentioned cues, followed by a general check of the packaging or labelling.

However, more than 40% of respondents said that manufacturers made it difficult or very difficult for them to identify that a product is Australian made:

"Sometimes it's just like an afterthought, down next to the chemical ingredients."

Younger respondents find it easier to identify whether a product is made in Australia than older age groups. ▲



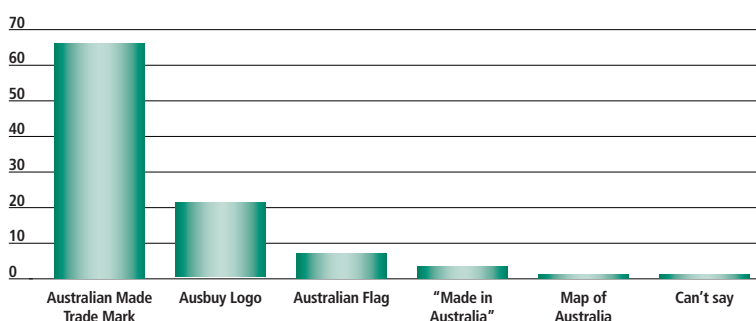
AUSTRALIAN MADE®

Buy a better
Australia

A Newsletter of the
Australian Made Campaign
ABN 20 086 641 527

The Australian Made trade mark is now universally known amongst the adult population. Recognition and confidence in the trade mark have increased since 2000. Two thirds of respondents have most confidence in the trade mark compared with other logos or claims, and three out of four are confident that the products displaying the trade mark are made in Australia.

Confidence in Made in Australia Symbols and Words



96%

RECOGNITION

THIS ISSUE

Campaign Desk	2
Look who's hopped on board	2
Misleading labelling – UPDATE	3
Member profiles:	
Australian surfing culture inspires Woody Surf Art	4
DIY – Dentist in a Box	4
Meet our alliance partners	4
Orrcon – all Australian steel	5
Major changes @ www.australianmade.com.au	5
From the environment a new industry grows	6
Australian Made featured in Dubai	8
Join Us	8

The good news for all Australian manufacturers, and indeed Australian workers, is that more Australians are comparing products on the shop shelves and actively looking for the Australian made option. Australians want to buy locally produced goods and, as our research shows, are doing so in greater numbers each year.

Some of our local governments, who spend millions of dollars each year on goods and services, are also looking to support local firms and industries whenever they can. For example, both the Holroyd City Council and Barunga Manyallaluk Community Government Council recently resolved to include a preference for Australian goods in their procurement policies.

I'd like to encourage more local councils to follow their excellent example. When councils purchase a product that is made in their region or in Australia, there is a positive multiplier effect throughout the economy.

The Campaign has also urged the Victorian Government to support local industry in its procurement for the Commonwealth Games. Victoria is a very large and important manufacturing State

and it is essential that the Government use the opportunity of the Games to showcase our home-grown industries wherever it can.

What we ask of all these government organisations is that they:

1. choose to buy Australian where the products constitute value for money. The Campaign does not ask that you buy only Australian made products nor pay a premium for buying Australian made products
2. make their officers and employees aware of our activities and our willingness to work with them when we can
3. publicise our guide to buying Australian made, to assist those who wish to buy Australian, and also support the local businesses that are listed in the guide

4. highlight the benefits of buying Australian products to agencies, Councils and staff, and include an industry development objective in procurement policy.

We are also delighted that many chambers of commerce have jumped on board and are now actively supporting and promoting the Campaign – in Tasmania through the Tasmanian Chamber of Commerce and Industry; in the Northern Territory through the Northern Territory Chamber of Commerce and Industry, through the Hunter Business Chamber, the Illawarra Business Chamber and Australian Business Limited in the Sydney CBD and Western Sydney.

We hope that more chambers and local governments will follow their lead, by promoting our own Australian industries and firms and provide jobs and opportunities for our local communities. ▲

Jenny Da Rin
Executive Director

LOOK who's hopped on board

- Havenglaze Pty Ltd
- Wright Power Pty Ltd
- ADP Pharmaceuticals Pty Ltd
- Crusader Hose
- Powdersafe Pty Limited
- Southern Cross Country
- Easy Living Designs
- M Design Jewellery Pty Ltd
- OZePINS
- Needle-Safe
- Braille Tactile Signs (Aust)
- Vitex Pharmaceuticals Pty Ltd
- Global Therapeutics Pty Ltd
- Triple X Furniture
- Van Stands
- South Seas Resources Pty Ltd
- Basics Wholesale
- Grebnet Solutions Pty Ltd
- Aussie Heatwave Fireplaces Pty Ltd
- Happen Business Pty Limited
- Sci-Tek Systems Pty Ltd
- Angus Kenson Agencies (Aust) Pty Ltd
- Paradigm Ingredients
- SA Premium Pilchards
- Natural Springs Australia
- Symbiosisvibes
- ALCAM Film & Video Production Pty Limited
- Fusion Global Center
- Orrcon Pty Ltd
- Rivergums and Roses
- Emso Marketing
- Kneeton Australia Pty Ltd
- Pine Tea & Coffee Pty Ltd
- Top Dog
- South Pacific Headwear Pty Ltd
- Brickaids
- Aussie Bush Leather
- Auto Magic Products
- Sudmo Australia Pty Ltd
- Kilkee Pty Ltd
- Cooee Products Pty Ltd
- Pacific Creation Plastics Pty Ltd
- TOPO Skincare Australia
- Walya Altjerre
- Enviropacific Pty Ltd
- PMG International Pty Ltd
- Australia-Asia Development Group Pty Ltd
- RPF Holdings ▲

Misleading labelling – UPDATE

Since we published our story “What looks and spells Australian isn’t necessarily Australian” in our Spring/Summer edition of Australian Made, the Campaign visited a shopping mall in Canberra and in 90 minutes found 22 items that bore what we regard as misleading labels: one of which was unambiguously breaking the law.

The most common practices included:

1. Conflicting claims – where Australian made appears on a removable sticker or swing tag on the outside of the product but a tag elsewhere clearly indicates the item is made overseas
2. Obscured tags – where the label bearing the country of origin (not Australia) is placed in an inconspicuous place and the consumer has to look very hard to find it
3. Use of Australian symbols, graphics and words such as ‘designed in Australia’ or ‘Australian owned’ to imply Australian origin, even though the product is fully imported
4. Removable stickers or claims on packaging – where, once the item is removed from its packaging (particularly for display purposes), country of origin information is no longer available to the consumer
5. Country of origin labelling on a paper or other removable tag, which can be easily taken off the item prior to sale
6. Verbal assurances that a product is made in Australia, without any supporting evidence, that is subsequently found to be untrue.

Consumers, including businesses, are entitled to have correct and truthful information when making a purchase.

While the Trade Practices Act does not require goods to be labelled with their country of origin, any claim, representation, implication or impression that is made by any labelling or promotional material is required to be accurate and not misleading or deceptive or likely to mislead or deceive.

Some laws other than the Trade Practices Act do impose labelling requirements for particular products or in particular circumstances.

“... a problem arises when goods that are not of Australian origin are passed off as being Australian by masking their origin. Clearly these practices are designed to mislead ...”

Commonwealth law is largely silent on how and where labels, tags and markings are to appear on goods. In some cases State legislation sets out the requirements for country of origin labelling on goods (eg. Queensland on furniture products).

In contrast to Australia, US law requires that all imported goods be marked with their country of origin.

It also prescribes the nature and location of country of origin markings. Significantly, the US Customs Act requires that markings of origin be located in a conspicuous place where they can be seen with a casual handling of an article – not where they can be concealed or covered by subsequent attachments or additions. The markings must be visible without disassembling the item or removing or changing the position of any parts. They must be marked as indelibly and permanently as the nature of the product will permit. A marking that will not remain on the article during handling or for any other reason except deliberate removal is not regarded as a proper marking.

Australian law has no such requirements, nor does it require all imported goods to be labelled. While many manufacturers choose to provide country of origin information because their customers want it, a problem arises when goods that are not of Australian origin are passed off as being Australian by masking their origin. Clearly these practices are designed to mislead and they should not be allowed. The Campaign will continue to pursue this issue with government and the ACCC.

If you spot examples of false or misleading labelling call us on 1800 350 520 or send your examples to:

**Australian Made Campaign Limited,
PO Box E14
Kingston ACT 2604. ▲**



This Christmas stocking is very Australian on the front – but you need to check the fine print on the back to find out that most of the contents are imported.

MEMBER PROFILES

Australian surfing culture inspires Woody Surf Art

Australian manufacturers Frank and Sue Healey have taken their passion for surfing to new heights with their unique range of gift and homewares.

Based on Queensland's Sunshine Coast, Woody Surf Art has been manufacturing since 1997 and has developed a reputation for both retail and custom-made products inspired by the art and sport of surfing.

Photo frames, tide clocks, clocks and coffee tables are just part of the

extensive range of products available. Each piece is loyal to the design features of the particular board that they are modelled upon. Including short boards, boogie boards and the Malibu, each Woody Surf Art product has been uniquely crafted to incorporate even the fin design.

All Woody Surf Art pieces are hand finished and make ideal gifts for lovers of surfing, visitors to Australia and even personalised corporate gifts. ▲



For more information, visit the Woody Surf Art website:
www.woodysurfart.com.au

DIY – Dentist in a Box



Dentist In A Box is a compact kit designed to provide temporary relief during dental emergencies.

Launched in 1996, Dentist In A Box assumes no medical or dental knowledge and provides both instructions and materials to deal with common dental problems and trauma. It can temporarily replace broken or lost fillings and can ease cheek, gum and tongue irritation caused by jagged or sharp teeth.

The kit contains several items including a mouth mirror, sterile applicators and full instructions. Weighing 43gms, the kit is lightweight and can easily fit into the car glove box, hiking day pack or hand bag. It's also a must-have for sporting first-aid kits. ▲

For more information, visit the Dentist In a Box website:
www.dentistinabox.com.au/~dentabox

Meet our alliance partners

The Campaign has joined forces with the following organisations to promote Australian made. Our joint activities include marketing and promotion, export activities including trade missions, industry awards, advertising, business networking and services. Support our alliance partners:

Australian Business Limited
www.australianbusiness.com.au
13 26 96

Hunter Business Chamber
www.hunterbusinesschamber.com.au
02 4925 0499

Illawarra Business Chamber
www.illawarrabusiness.com
02 4229 4722

Master Builders Australia
www.masterbuilders.com.au
02 6249 1433

National Electrical and Communications Association
www.neca.asn.au
03 9645 5566

Northern Territory Chamber of Commerce and Industry
www.ntcci.com.au
08 8936 3100

Tasmanian Chamber of Commerce and Industry
www.tcci.com.au
03 6236 3600

Australian Export Awards
www.charlton.com.au

Orrcon – all Australian steel

Brisbane based Orrcon Steel & Tube is proud to be an all Australian steel company, employing over 380 Australians nation-wide in an industry worth \$21 billion to Australia.

Orrcon Steel & Tube has manufacturing sites in Brisbane, Adelaide and Wollongong along with Orrcon Steel & Tube Direct distribution centres in Brisbane, Toowoomba, Sydney, Melbourne, Adelaide and Perth.

Orrcon is the result of a merger between Welded Tube Mills of Australia and the precision tubing operations of Hills Industries. The company has over 50 years' experience in precision tube making, and in the last decade has broadened its expertise to include structural tube making.

Using the latest cutting edge technology Orrcon delivers steel solutions to many industries: manufacturing precision steel for furniture and other domestic applications and structural steel used in the agricultural and construction industries. In addition, Orrcon manufactures large oil and gas line pipe.

Fans of Australian V8 Supercar racing would be familiar with Orrcon, as the company is a major sponsor of the two Larkham Motorsport/Orrcon Racing Falcons, which are competing for this year's championship.



Australian Made Campaign Executive Director Jenny Da Rin said the steel industry is a major contributor to the Australian economy, employing 75,000 people and providing infrastructure, technology and value adding capability to our economy.

"Our steel industry is world class. Our products are highly competitive and of very high quality," she said.

"The Australian Made Campaign is proud to have Orrcon products carrying the green and gold trade mark.

"Orrcon is a fine example of the achievements and growth of Australian manufacturing and the high quality of products being produced in Australia.

"Using the trade mark also gives Orrcon's customers an assurance that their products are Australian made." ▲

For more information, visit the Orrcon website:

www.orrcon.com.au

Tel: 1300 665 757

Major changes @ www.australianmade.com.au

That's right, the Australian Made Campaign website, www.australianmade.com.au, has undergone major changes to improve its functionality. Features of the new, sleeker design are improved search capabilities and the introduction of a Latest News column, accessible on the home page. Latest News is designed to keep you informed of current manufacturing, industry and Campaign news and offers comment on particular issues which

affect Australian manufacturers. The new and improved website will be constantly changing so to find out what's happening, visit www.australianmade.com.au today. ▲

From the environment a new industry grows

There's no doubt about it – Australians are resourceful. Tackling some of our most pressing environmental problems has resulted in the development of world class technology and environmental solutions that are winning business around the world and generating billions of dollars in income for Australia.

Australian made environmental solutions have been developed in response to Australian environmental challenges thrown up by our dry, ancient continent with almost 60,000 km of coastline, diverse ecosystems and natural resources. The nature of our continent has underpinned our world leading expertise in areas such as water and waste-water management, solid waste management, recycling, sustainable agricultural practices, and mine site rehabilitation.

The demand for a healthy living environment in our cities has also pushed us to develop cleaner production technologies, high standards of air quality monitoring and control, environmental monitoring technologies, and a wide range of environmental services that include research, analysis, and training.

While these skills and products can be readily adapted to suit overseas markets,

their greatest immediate potential is to enhance the performance of Australian industry. This potential has already been realised by forward-looking enterprise managers. Thus, environment issues are no longer being viewed as a cost but as an opportunity to add value.

The Australian environment industry's phenomenal growth in recent years is comparable with the global IT industry, and it is still growing fast.

In 1996-97 Australia's spending on environmental goods, services and solutions was \$8.6 billion. By 1999-2000 it had nearly doubled to \$16.7 billion and the number of jobs supporting the industry had risen to 145,000.

Industry and government have now set an ambitious growth target: "...to build an environment industry with annual sales exceeding \$40 billion by 2011".

The Barton Group, an alliance of environment industry leaders, is supporting that target and driving implementation of an Environment Industry Action Agenda (EIAA), released in September 2001 by the Federal Government and the environment industry. It aims to demonstrate how the environment industry can enable industries such as agriculture, fishing, manufacturing, tourism and mining to do business more sustainably and become more competitive.

For more information contact:
Bill Leane, Executive Manager,
The Barton Group
Ph: 02 6248 3120
Email: info@bartongroup.org

Try these environmental products from certified Australian Made manufacturers!

- Hy.Giene Collodial Cleaning Compound products are 100% biodegradable, 100% environmentally friendly multipurpose cleaning products available from Hy.Giene. These cleaning products are ideal in any water condition including septic and all water treatment systems. For further information, visit the Hy.Giene website www.hygieneaustralia.com.au or email info@hygieneaustralia.com.au
- DSC Innovations produce Leeaky Hose an irrigation system made from 100% recycled materials. For more information, visit the DSC Innovations website www.dsc-innovations.com.au

Case Study 1

Castlemaine Bacon, one of Australia's largest smallgoods producers, has achieved major reductions in wastewater load from the plant by changing operating practices, including collecting solid matter before the waste stream entered the drains. This resulted in a rapid 20 per cent reduction in wastewater discharge to the local sewer, eliminating the need for a planned \$2m plant upgrade.

Case Study 2

Reducing landfill waste by up to 80 per cent is the goal of a public/private partnership between Waste Service NSW, the major waste manager for greater metropolitan Sydney, and Global Renewables Limited, an Australian-owned sustainable waste technology company.

Construction of the first plant will begin this year in western Sydney. Processing around 175,000 tonnes of household waste per year, it will recover around 17,000 tonnes of recyclable plastic, glass, paper and metals and treat the organic waste to produce more than 60,000 tonnes of compost products annually and recover biogas for green energy production. Only a small amount of residue will need to be disposed of in landfill.

Case Study 3

EcoWise Environmental, a subsidiary of Canberra's power water and sewerage utility, ACTEW Corporation, provides a wide range of environmental monitoring and analysis services. In the Snowy Mountains region of NSW EcoWise monitors river health, drinking water quality, fuel storage facilities, rubbish tips and sewage effluent to ensure tourism, aquaculture and local farming industries operate sustainably and are able to meet government and community expectations.

Case Study 4

Sustainable energy usage and improved indoor environment design and management are being applied to buildings to reduce costs for owners and managers and increase the productivity and job satisfaction for people who work in them. Darling Park – a complex of office towers in Sydney and the Faculty of Arts Building at the University of the Sunshine Coast, are examples of how energy efficient building design, new technologies and materials can maximise indoor air quality and minimise environmental impacts.

PHOTO: COURTESY OF ACTEW CORPORATION



SWERF – Solid Waste and Energy Recovery Facility operated by Brightstar Environmental at Wollongong, NSW which was awarded the 2001 NSW Sustainable Energy Development Authority Green Globe Award for Innovation in Bioenergy. The SWERF turns waste into a resource by recycling high value products such as glass, steel and aluminium and converts the remaining waste into "green" electricity. The technology enables up to a 90% reduction in waste going to landfill.

Information on the environment industry and its products or case studies are available at

www.industry.gov.au and eiaa@industry.gov.au

(Environment Industry Action Agenda)

www.environmentbusiness.com.au and

eba@environmentbusiness.com.au

(Environment Business Australia)

www.awa.asn.au

(Australian Water Association)

www.wmaa.asn.au

(Waste Management Association of Australia)

www.eia.asn.au

(Environment Institute of Australia)

www.casanz.org.au

(Clean Air Society of Australia and New Zealand)

www.environmentdirectory.com.au

www.environet.ea.gov.au

www.bartongroup.org

www.abec.com.au

(Australian Building Energy Council)

www.environs.org.au

(Environs – Local Government Environment Network)

www.australianbusiness.com.au ▲



Australian Made featured in Dubai

The Australian Made trade mark was featured prominently in Dubai last October during Master Builders Australia's fourth Annual Mission to the Arabian Gulf.

This was the largest trade mission from the building and construction industry that MBA has taken to Dubai with 27 firms from all mainland States exhibiting at the Big 5 Show.

MBA's booth featured the Australian Made trade mark.

Construction in the Gulf Countries in 2002 exceeded US\$41 billion which is considerably larger than the total Australian industry.

MBA's International Business Manager, Keith Stubbs, said that attendance last year broke all records. "Professional visitors from around the Region were up 18% over 2001 with 25,000 persons attending the 5 day exhibition. Over 1,500 companies exhibited at the Show", he said.

"Visitors to MBA's booth and the Australian Pavilion were impressed by the range of quality products and services being marketed by the Australian firms. The Australian Made trade mark added high visual impact to the Australian Pavilion.

"Most of our exhibitors returned to Australia having already written good orders or having appointed business partners, notably agents and distributors and are negotiating future contracts," Mr Stubbs said.

"The Australian Made trade mark adds impact in this region which is rapidly becoming Australia's fastest growing export market." He said that there are already 80 Australian companies with offices in Dubai to service the Gulf countries. ▲



Australian Consul-General to Dubai, Peter Linford (right) and MBA's Keith Stubbs on MBA's booth in Dubai.

The next Big 5 Show will be held at the end of November 2003 and MBA is targeting to take 40 firms to the Show. Advance interest may be registered with Keith Stubbs at MBA by email to kstubbs@mbav.com.au or by phone on **03 9411 4555**.

Join Us

Australia's most recognised country of origin symbol could be available to you!

When so many of our goods come from overseas, the Australian Made trade mark helps consumers to easily identify what has required Australian skills, raw materials and production.

The cost of joining the scheme and the right to display the trade mark on Australian made products is linked to the turnover value of Australian made products produced by your business. Annual membership fees start at \$200, so even small businesses will find it is a cost effective marketing tool.

As well as being able to use the trade mark on approved products all members receive regular updates, business tips, member promotions, access to the website and marketing support.

Join the Campaign now, and proudly let all Australians know that your product is Australian Made. ▲

HOW TO JOIN:

Call us on 1800 350 520

Fax us on (02) 6273 3196

Visit our website www.australianmade.com.au

Write to us at
Australian Made Campaign Ltd, PO Box E14, Kingston ACT 2604

Or contact one of our Foundation Members:

ACT & Region Chamber of Commerce and Industry
Australian Chamber of Commerce and Industry
Australian Business Limited
Business SA
Chamber of Commerce and Industry of Western Australia
Commerce Queensland
Employers' First™
Northern Territory Chamber of Commerce and Industry
State Chamber of Commerce (NSW)
Tasmanian Chamber of Commerce and Industry
Victorian Employers' Chamber of Commerce and Industry