

AUSTRALIAN MADE

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products
made in
Australia**

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Australian**

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Campaign is gaining momentum

Faith in Australian-made goods is growing as the Aussie brand takes root in India and beyond.

You probably recognise the gold kangaroo and green triangle of the Australian Made logo, the trademark used to identify home-grown and manufactured products, from thongs to shampoo, for more than three decades.

Most Australians do, according to Roy Morgan Research, which found in 2017 that 99 per cent of consumers recognised the brand, and more than 85 per cent said they trusted it.

“It’s been around for a while, so it has a lot of market capital,” says Australian Made chief executive Ben Lazzaro. “It’s a fantastic tool for consumers to identify Aussie products, and it’s also a really effective marketing and sales tool for businesses who place importance on being recognised as Australian.”

But the brand is also gaining traction overseas. Australian Made recently registered the trademark in India, the world’s sixth largest economy, bringing the number of trading partner countries to five, including China, South Korea, Singapore and the US.

And the brand has trademark registrations under way in Hong Kong, Indonesia, Japan, Malaysia, Taiwan, Thailand and Vietnam.

Trademark registration means that the logo – and the Australian products that carry it – offer an extra layer of protection from copyright infringement.

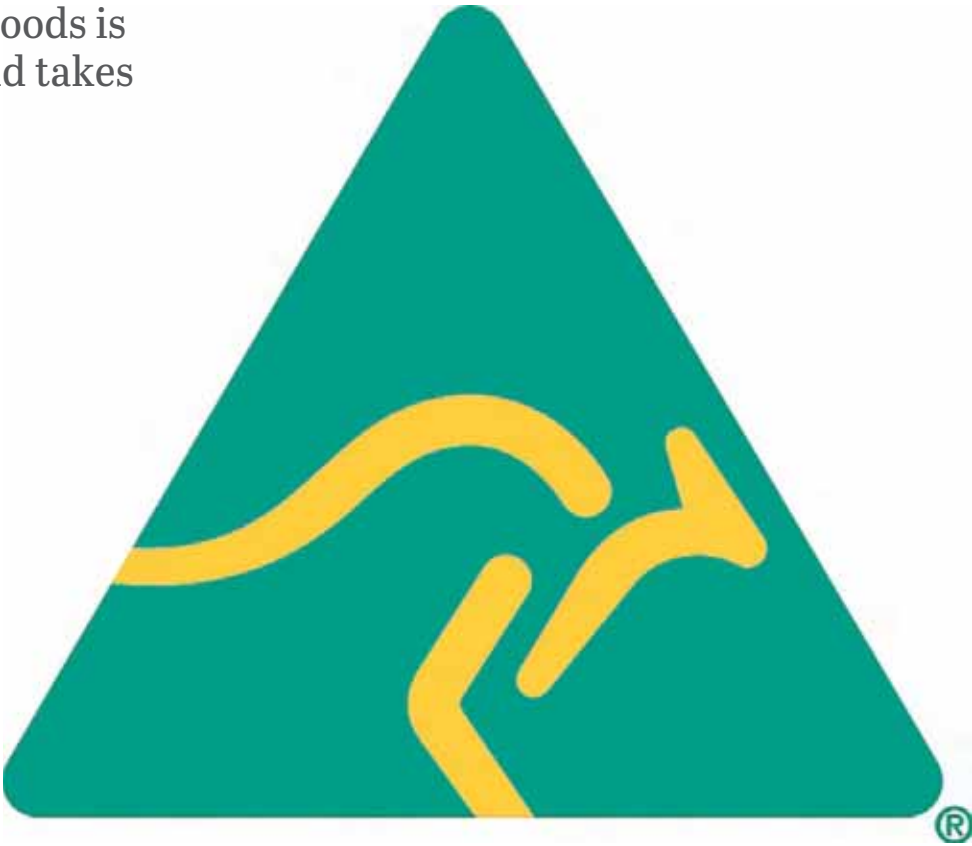
Lazzaro says the brand is also a boon for Australian businesses trying to differentiate themselves in overseas markets. Australia has a worldwide reputation for quality, making Australian products appealing to international consumers.

“It provides an opportunity for Aussie manufacturers and growers to get their products into that market,” Lazzaro says. “India is an emerging market, and we think it will follow a similar path to how the Chinese market has become really fruitful for Aussie exporters.”

The Australian Made logo has been especially effective in China, Lazzaro says.

“It has a fantastic reputation there from the tourists who come to Australia and experience the brand on tourism products.”

An Australian Made study of consumers in Guangzhou and Shanghai, two of China’s biggest markets, found that 70 per cent of those surveyed were able to identify products carrying the logo as coming from Australia. About 70 per cent also said the logo communicated a “clean, green message”.



‘We think [India] will follow a similar path to how the Chinese market has become really fruitful for Aussie exporters.’

Ben Lazzaro



Up to 76 per cent of Chinese consumers surveyed found meat, dairy and health products more appealing when they carried the Australian Made logo.

“Our products are sought after because they are made to high standards and grown in a clean, green environment,” Lazzaro says. “They want what Australians are buying.”

Launched in 1999, the Australian Made Campaign Limited (AMCL) is a not-for-profit company entrusted by the federal government to manage the Australian Made brand.

They license the Australian Made, Australian Grown logo to more than 2700 companies with more than 20,000 products.

In 2017, the government introduced a mandatory food labelling scheme requiring most Australian food products to carry the logo within a country-of-origin panel.

Lazzaro took the helm last year from Ian Harrison, who served as Australian Made’s chief executive for 14 years. The new CEO says he will continue the work of his predecessor.

“I’m lucky enough to have taken the reins at a time when the Campaign is strong. More businesses are licensing the Australian Made logo, which means that though manufacturing is changing, there is still enormous value placed on Australian-made products.”

The campaign will also strengthen its

Australians prefer Australian products*

71%

of Australians prefer to buy Australian-made products

75%

of small business owners do likewise

89%

of farm owners also preference Australian-made goods

* Roy Morgan Research/Single Source Survey of Australians 14 years and older

... and, increasingly, so does the world

● The Australian Made logo is a registered trademark in the US, China, South Korea, Singapore and India.

● And moves are under way for recognition in Hong Kong, Indonesia, Japan, Malaysia, Taiwan, Thailand and Vietnam.

focus on building community engagement around Australian Made licensees. Australian Made has close to 400,000 people who have opted to find out about businesses and products that carry the logo, including 350,000 people who follow the organisation on Facebook. There are another 30,000 who receive a monthly newsletter and thousands more who regularly search the database at AustralianMade.com.au for products.

“We’re not interested in selling via our website; we’re interested in driving the traffic to our licensees so they buy directly from them,” Lazzaro says. “And we really want to try and help shine a light on some of those innovators and manufacturers who are doing really interesting things here in Australia.”

COVER IMAGE: Salt Lake Pink thongs by Thongs Australia.
thongsaustralia.com

INDIA SIGNS ON PAGE 10



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Aussie quality is De Lorenzo's headline act

The family-run haircare group's locally made, eco friendly products are exported worldwide.

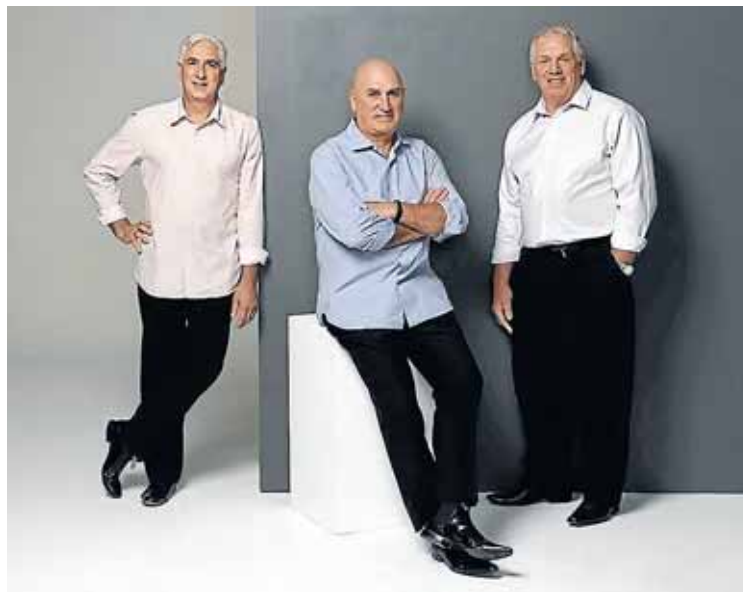
In the early 1930s, at the height of the Depression, two young brothers left school and started working at a Redfern barber shop, sweeping floors and trimming hair. Anton and Vincent de Lorenzo had no idea that they were laying the groundwork for what would become a family business spanning more than 70 years, nor that they would one day launch Australia's first line of salon-only hair products.

Anthony de Lorenzo, the son of Anton and joint director of haircare company De Lorenzo, says his father and uncle quickly realised the direction they needed to head in to capitalise on their new vocation.

"There wasn't much of a future in barbering in those days; it was all just short back and sides," he says. "They saw an opportunity in the more fashionable world of ladies' hairdressing."

The two brothers began working in a leading Sydney salon, then launched their own salon at the end of World War II. Their CBD site became, in de Lorenzo's words, "a major show", employing 40 hairdressers and gaining a reputation as the place for cuts, perms and dyes. But the brothers set their sights higher still.

Unhappy with the state in which imported haircare products were arriving after being shipped from afar, they asked a cosmetic chemist to teach them to make their own. Their father built a laboratory in the family



home in Coogee, and soon they were mixing their own formulations.

"After a while, their hairdressing peers were asking for some of the product because they wanted to get the same results," says de Lorenzo. "Eventually, it became a business in its own right."

By 1957, the family's range was being sold under the brand name Delva. As the country's first salon-only product line, it became a household name – until Anton and Vincent decided to retire in the late 70s. Delva was then sold to a multinational corporation.

"That was the end of the story at that point, but they weren't really happy with retirement," laughs Anthony de Lorenzo. "We decided to start a new company named De Lorenzo with five family members – the

two brothers, Vincent's sons Chris and Vinnie, and myself – in the mid-80s."

This new company started with a resolution: they would only use natural, plant-based ingredients, with no animal-derived products or testing. As well as being cruelty-free, it would be environmentally sustainable, with zero petrochemicals.

"We decided to take an ethical stand," says de Lorenzo. "Nature can supply us all the ingredients we need."

And supply them it did. Native plants such as Kakadu Plum and Wattle Seed are key ingredients, and the De Lorenzo research team is "constantly searching out Australian ingredients to use, especially if they're sustainably farmed and organic".

All of the work that goes into De Lorenzo is done in Australia. This includes their

laboratory, manufacturing, filling lines and warehouses. Making everything here allows the three cousins now at the helm to ensure their products' highest quality, and provide jobs for Australians, too.

De Lorenzo describes his staff as "the backbone of our company, and part of the family".

As well as supplying to Australian salons, today their products are exported to New Zealand, Singapore, Hong Kong, the US and UK.

De Lorenzo attributes his family's success to their emphasis on quality and sustainability.

"Our competition often are multinationals who are on a much bigger scale than we are, but that doesn't mean we don't want to be the best," he adds. "We think we are."

'Nature can supply us all the ingredients we need.'

Anthony de Lorenzo



Anthony de Lorenzo (far left) with cousins Vincent and Chris; inside the company's Sydney factory.





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Buying local is good for the environment

Australian-made goods don't have to travel far and are made using our ethical labor practices

In recent years more Australians have started to think twice before buying the everyday, single-use items that wind up in huge numbers in landfill, from takeaway coffee cups to plastic straws.

Environmental campaigns and documentaries, such as the ABC's popular *War on Waste* series, have highlighted the damage plastic products do to our planet.

In addition, governments and businesses have begun banning single-use products in favour of reusable alternatives such as ceramic coffee cups, cloth produce bags and beeswax food wraps.

The awareness seems to be working. Fairfax Media reported in December that sales of reusable products skyrocketed 1000 per cent in one year. A 2014 Nielsen study of consumers around the world found that more than half were willing to spend more money on sustainable products.

It's all part of a growing interest in minimising the environmental impact we make with our purchases.

Ensuring that the reusable products you buy are made in Australia amplifies their environmental benefits, says Ben Lazzaro, chief executive of Australian Made.

He believes that buying local is better for the planet. It means you're investing in local communities and local businesses, which obviously has a very positive effect," Lazzaro says. "But then you look at the fact that the products are doing fewer miles in transit. Buying things you know are made close to you has an obvious impact because they are not being moved as far.

"There's definitely a focus now on recyclable products, whether they're coffee cups, water bottles, shopping bags or food



'Many of these businesses are also trying to use sustainably sourced ingredients.'

Ben Lazzaro

Craig Reucassel was the host of the ABC series *War on Waste*.

wraps," he adds. "Making those things locally cuts down on miles, and uses the ethical labor practices and resources we have in Australia."

Products bearing the Australian Made logo have to be produced in Australia, and they are certified by the not-for-profit organisation, the Australian Made Campaign Limited. For more than three decades, the organisation has been entrusted by the Federal Government to manage the integrity of the brand.

Changes to food labelling laws introduced in 2016 mean that most Australian food

products carry country-of-origin labels, which make it much easier for consumers to be selective about where their food is grown.

Today, Australian Made has certified more than 20,000 locally made products, including reusable items such as Little Bumble Beeswax Food Wraps and SmartCups by Frank Green.

When people buy locally made products, Lazzaro says, there's a knock-on effect.

"Many of these businesses are also trying to use sustainably sourced ingredients and components, so it's not just about the organisation making the thing," Lazzaro

says. "It's about where it's made, where those components are from and how far they have travelled."

Buying locally made and grown products also has an impact on everyone employed in the supply chain it takes to bring that product to market, from the farmers to the shop clerks.

"We're always going to need imported products and there's nothing wrong with that, but there needs to be a healthy mix," says Lazzaro.

"It's a wonderful little web that contributes to a better Australia."

Manufacturing sector changing and growing

Smaller operators who can customise products and provide high value are at the forefront

Despite doom-and-gloom news headlines about the state of Australian manufacturing, the sector is transforming. And there are a number of emerging and growth areas expected to drive Australian manufacturing's success in the coming decades, says Ben Lazzaro, chief executive of Australian Made.

"We've all read about some high-volume industries that we're losing," he says, "but there are huge opportunities for smaller operators that have the ability to customise products and provide high value."

A 2016 report prepared by the CSIRO found that the Australian manufacturing industry of the future will produce a smaller number of products but they will be highly specialised, customisable and technologically advanced.

Lazzaro says the sector sees huge potential in specialised healthcare products, such as pharmaceuticals, now one of the country's largest manufactured exports. The market for 3D printing products, which can be used to make medical implants or other devices, doubled in 2016.

"Aussies are innovators by reputation, so we're seeing that potential for manufacturing very bespoke items," Lazzaro says. "They might not be in huge



'We're seeing potential for manufacturing very bespoke items.'

Ben Lazzaro

3D-printed surfboard fins. Photo: Paul Jones/ University of Wollongong

quantities, but we have that level of expertise in this country."

Handmade and artisanal products, such as bags, footwear and furniture, made by small-to-medium enterprises are selling well, especially overseas.

"A great percentage of Australian businesses are small businesses, and that's where a lot of growth in Aussie manufacturing is," Lazzaro says.

The health and beauty sector is another strong growth area, in which Australian products are valued for their strong

environmental focus and for their locally sourced ingredients.

"There's a huge appetite for products that have anything to do with wellbeing," Lazzaro says. "It's because we have the highest manufacturing standards in the world."

"They often go through rigorous processes and systems to ensure their finished products are to the highest standards, and we've got a huge reputation here and overseas for that."

While manufacturing might conjure up images of factories and assembly lines, there

are less tangible industries starting to take hold. For example, the cybersecurity sector is forecast to triple its revenue by 2026, according to the CSIRO.

"You're seeing a lot more licensing of software products, such as efpas, whose payment platform is Australian-made and supported," Lazzaro says.

"We're very interested in our focus evolving as Australian manufacturing evolves. Coding or cybersecurity are areas that represent the manufacturing of 2018 and 2019. These are exciting new spaces."

Red is proud to be green and gold

Red Energy's customers say the fact it is an Australian company is very important to them

Red Energy entered the market in 2004 determined to distinguish itself from other energy retailers. Today it's the only energy retailer certified by the not-for-profit Australian Made campaign, meaning customers can be sure their energy is 100 per cent green and gold.

"Our customers have told us the fact we are an Australian company is really important to them, so we are very proud to carry the Australian Made and Owned logo," says Red Energy chief executive Iain Graham.

Owned by Australian energy powerhouse Snowy Hydro, Red now supplies more than 1 million customers with their energy needs. The company offers electricity in Victoria, NSW and South Australia, and also sells gas in Victoria.

Graham says Red has always been committed to hiring locally, because it makes sense that Australian customers would want to talk to someone who understands their needs.

For that reason, all of Red Energy's call-centre consultants are based at the company's headquarters in the Melbourne suburb of Richmond. And Red is the only energy retailer to have won a Canstar Blue award for Most Satisfied Customers nine years in a row.

"We are proud to employ a local workforce in Melbourne of over 1200 people, who, like our parent company, Snowy Hydro, truly reflect the rich diversity of multicultural Australia," Graham says.

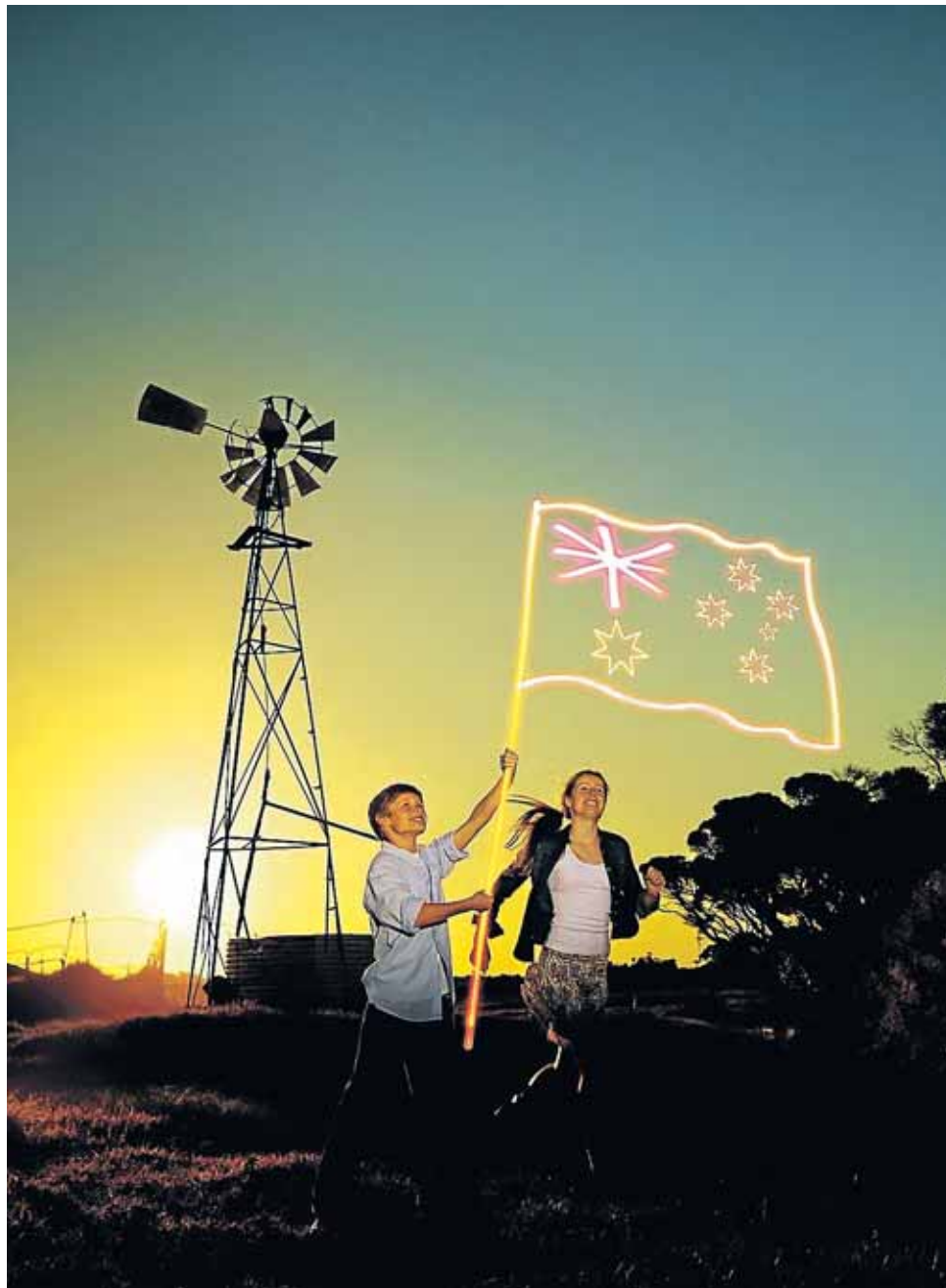
"Every call is answered by someone in Australia. That is good for customers, it is good for jobs, and particularly good for the contribution we make to our local economy and the local community."

Graham says Red has a "deep and genuine commitment to local communities".

"We're a supporter of great national causes like the Breast Cancer Network Australia as well as rural and regional youth initiatives like the Police Citizen Youth Clubs, Calder United Soccer Club and the Australian Made Red Energy Foundation Cup," he says.

The company also sponsors Australian athlete Lauren Parker, the 2018 Commonwealth Games Bronze medallist in the para-triathlon.

In addition, Red Energy has donated a solar and battery storage system to a primary school for children with disabilities, St Lucy's School in Wahroonga, NSW.



Red Energy offers electricity in Victoria, NSW and South Australia, and also gas in Victoria.

'We have a deep and genuine commitment to local communities.'

Iain Graham

Red has a strong connection to renewable energy thanks to its owner, Snowy Hydro Limited, the company that manages the Snowy Mountains Hydro-Electric Scheme – a series of hydro-electric power stations and dams in Kosciuszko National Park.

Graham describes Snowy Hydro, which is, in turn, owned by the Federal Government,

as a "great example of Aussie innovation and ingenuity". Completed in 1974, Snowy Hydro is a major source of renewable energy for Australian homes and industries.

"Snowy has been playing a critical role in keeping the lights on ever since, not just for Red Energy's customers, but for businesses and households right across Australia," Graham says.

"As more renewable energy enters the market, the Snowy scheme's large-scale storage and fast-start generation capabilities will be in high demand," he adds. "Snowy today, and in the future, will continue to transform Australia's renewable energy landscape, and Red Energy will be at the forefront of this transformation."

Tennis stars power up at Kooyong

Rural youngsters are supported by the Australian Made Red Energy Foundation Cup

Australian Made and Red Energy have again come together to support the nation's future tennis stars with the national Australian Made Red Energy Foundation Cup, an initiative of the Fed Cup Foundation.

The tournament is a national competition for children aged 13 and under from across rural and regional Australia, who are provided with the rare opportunity to travel to Melbourne to compete in a major tournament at the Kooyong Lawn Tennis Club, coinciding with the opening week of the Australian Open.

The initiative was started by the Fed Cup Foundation, a not-for-profit organisation that works to promote women's tennis.

Ben Lazzaro, chief executive of Australian Made, says Australia has a lot to be proud of when it comes to our local talent.

"We produce some of the best quality products in the world, and our home-grown athletes are no exception," he says.

The NSW team — George Collins, Vitorio Sardinha, Ella Brown and Amelia Johnson — took out this year's competition.

Best and fairest awards went to the Northern Territory's Tegan Genockey, who received the 2019 Judy Dalton medal, and George Collins of NSW (the John Fitzgerald medal). Both players received \$1000 to assist with their tennis development.

Lazzaro, along with Red Energy's Manager – Marketing Communications, Ben Hon, and tennis legend Judy Dalton, presented the awards.



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No shortage of reasons to shop locally made

The benefits of buying goods produced closer to home are numerous for regional communities.

We can all list reasons why buying goods grown or manufactured here in Australia is a positive choice – products made locally have stringent quality regulations, result in a smaller carbon footprint than those imported from overseas, and help provide employment to people all around the country.

But there’s another upside to purchasing home-grown goods: it can aid individuals, families and communities in need. When individuals spend their dollars on items made down under, they’re supporting rural and regional districts that are doing it tough.

Take the example of Australian farmers. Last August, Australian Made chief executive Ben Lazzaro appeared on Channel Ten’s *Studio 10* to discuss the impact of the ongoing drought on Queensland and New South Wales farmers, and encouraged consumers to buy local in support.

“This drought is a poignant reminder for us all to stop and think about the flow-on effects of our purchasing decisions,” he said.

“In the context of drought, buying Australian-grown food and other products can have positive economic impacts in our rural regions when they need it most.”

Lazzaro recommends opting for Australian-made fibre products, such as wool, leather and cotton, over imported ones, but says consumers don’t have to stop there; buying all kinds of locally manufactured products helps struggling communities.

“Australian-made products that go beyond the farm – like furniture, health and even industrial products – are often made by businesses based in regional communities. So, it goes full circle,” Lazzaro explained on *Studio 10*.

Essentially, every dollar spent on certified Australian products benefits suppliers and growers as well as manufacturers, processors and retailers. This economic ripple on generates more jobs and benefits numerous levels of industry.

In Lazzaro’s words, “when you buy Australian-made and grown products, you can be sure you are keeping families employed, and communities alive and prosperous.”

The best way to ensure that a product you have your eye on is a dinky-di Aussie product is to check that it’s marked with that iconic green triangle emblazoned with a gold kangaroo – otherwise known as the Australian Made, Australian Grown (AMAG) logo.



‘When you buy Australian-made ... you are keeping families employed.’

Ben Lazzaro

Drought-affected communities benefit when people buy locally.

A registered certification trademark, the AMAG logo can only be stamped on products that meet the criteria detailed in the Australian Consumer Law and the AMAG Logo Code of Practice, and have been registered with the not-for-profit Australian Made Campaign Ltd.

And thanks to a new online tool launched by the Australian Made Campaign last

September, consumers can now research Australian-made products before they go shopping. A custom-built platform, the Australian Made, Australian Grown website features more than 20,000 Aussie products from 2700 different businesses.

Shoppers can be assured that all products featured on the website are made locally as all are third-party certified, Lazzaro explained.

“We’re excited to continue to provide shoppers from Australia and overseas with an essential tool for locating genuine products made to Australia’s high manufacturing and safety standards.”

To explore the wide range of Australian Made products available, go to australianmade.com.au

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Australia Day great time to buy local

Whether you’re having a barbie or grabbing your thongs and towel and heading to the beach, the Australian Made Campaign is urging consumers to celebrate with authentically Aussie products this Australia Day.

When you buy Aussie made and grown products, you know what you are getting — products grown in our clean, green environment and made to the highest of manufacturing standards.

At the same time, you are supporting Australian industry and jobs while investing in Australia’s future.

Here is a selection of genuinely locally-made Australia Day essentials – Thongs Australia; Budgy Smuggler Swimwear; Lifesaver Sunscreen; Rid Insect Repellent; beach bags, barbecues and swags.

eftpos adds its name to campaign

Australia’s leading debit payments network, eftpos, has joined the Australian Made campaign. The eftpos platform is one of the best known and most innovative technologies to carry the famous green and gold kangaroo – the Australian Made logo.

“It’s wonderful to think that when consumers are at the checkout buying Aussie products, they can be doing so via the eftpos system – another fantastic Aussie innovation,” says Australian Made boss Ben Lazzaro. “eftpos should be commended for its commitment to local software development and providing Australians with best-in-class, secure payment systems.”

Launched in 1984 as one of the world’s first electronic payment platforms, the eftpos system enables Australians to spend their own money and control how they spend it.



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Volvo Trucks Australia are proud to be part of an industry full of nation builders, so we congratulate every Australian of the Year nominee for their outstanding contribution to building a better Australia.



Grey Nomads want comfort on the road

Innovation has changed the travelling game for those who call their caravans home.

A memorable moment from the award-winning 1997 documentary *Grey Nomads* features a couple in front of their caravan, the husband saying that they've arranged their funerals and told their children that if they die on the road, they'll die happy.

The movie popularised the name that represents the ever-expanding band of over 55s who leave their workaday lives behind, and spend weeks or months exploring Australia's deserts, national parks and coastal highways.

That particular scene, with a backdrop of what would now be described as a classic retro van, also highlights how much caravan manufacturing has evolved. Fittingly, the drivers of change have been the Grey Nomads themselves.

"Compared to 20 years ago the caravan is a completely different beast," says Jayco CEO Garry Moore. "You have the technology functionality, safety functionality, the modern appliances."

"What we hear from the nomads is that having a caravan for them is like always having a modern apartment with you. Modern is an important word there. It's important that it looks stylish, that is has all the appliances of a modern apartment."

Jayco manufactures close to 12,000 caravans, campervans, motorhomes and other get-away-from-it-all vehicles every year, servicing roughly three demographics – young families in the 30-45 age bracket, growing families in the decade beyond, and Grey Nomads. The latter account for 45 per cent of sales.

Millennials are more concerned with experience over comfort, Moore says – a place to sleep and cook in relative ease at the end of the day will generally satisfy them. Grey Nomads desire comfort in a veritable home away from home.

"You have dishwashers as standard in caravans these days, washing machines as standard, showers, en suites, instant hot water, you must have these things," Moore says.

"Televisions in caravans used to be a DIY thing, now our customers are demanding bigger screens, sometimes on the outside of the van to watch under the awning. People are moving into projectors so they can sit down and have a movie night."

Awnings, of course, are now fully automated, in keeping with a consumer-led push for simplicity of use in coupling, towing, set-up and all aspects of



Jayco manufactures close to 12,000 caravans, campervans, motorhomes and other get-away-from-it-all vehicles every year.



'I'm escaping the rat race, but I'm doing that in a very comfortable way.'

Garry Moore

caravanning, all under the umbrella of safety. Jayco, Hilltop, Lotus, New Age and Australia's other manufacturers have moved with the times.

Moore is proud of Jayco's history as a technology trailblazer, and cites

connectivity as another essential requirement for Grey Nomads who want to have their families only a screen away no matter where their travels take them.

"Your caravan is essentially a home on wheels and there's an expectation that the technology that's available at home will be available in your caravan. Very powerful wi-fi access to talk to the grandchildren on Skype, internet no matter where you are – access to technology that makes things easier has become expected for this age group."

Smart phone technology allows travellers to monitor usage such as water or battery levels and power consumption. In February,

Jayco will launch the world's first voice-activated caravan boasting an Alexa "virtual assistant" that can operate lights, TV and other electronics, and give a rundown on tomorrow's weather, all without a touch.

For all that's changed, when Moore meets the people who call his vans home, he is emboldened that evolution is only enhancing their experience.

"There seems to be a resurgence – I'm escaping the rat race, but I'm doing that in a very comfortable way that I have control over, and that gives a sense of relaxation and calmness. They genuinely come across more relaxed, more at peace with themselves."

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Food labels are the signs of the times

New laws governing food labelling are helping to underpin claims of Australian Made.

Since July 2018, the Australian government has required most of the food grown, produced or made in Australia to carry country-of origin labels bearing the distinctive green and gold kangaroo logo of the Australian Made Campaign.

Three-part labels used on foods such as meat, fresh produce and dairy products include the logo, as well as explanatory text and a bar chart indicating the percentage, by weight, of local ingredients.

On some non-priority products such as seasonings, confectionery, biscuits and bottled water, manufacturers are only required to make a simple country-of-origin statement.

“They are a great thing because they give consumers more information about what’s in their products,” Australian Made chief executive Ben Lazzaro says of the new labels.

The Australian Competition and Consumer Commission is responsible for



enforcing the requirements, which apply to most food offered for retail sale in Australia, including food sold in stores or markets, online or from a vending machine. The rules exclude food sold in restaurants, cafes, takeaway shops or schools. The new labelling requirements were introduced in 2016, giving businesses two years to comply.

“Some consumers are willing to pay extra for products grown, produced or made in Australia, and producers and importers should be aware that any claim which is likely to mislead consumers will also be a breach of the law,” ACCC deputy chair Mick Keogh said in a statement. “We just want to ensure that consumers can make informed

choices and businesses have a level playing field to compete fairly in relation to these claims.”

A 2017 survey of Australian consumers by Roy Morgan Research found overwhelming trust in the Australian Made logo correctly identifying Australian products.

“Many Aussie food products will now carry the iconic Australian Made kangaroo logo as part of their origin labels, which is wonderful because it enjoys 99 per cent recognition and consumers have got some familiarity with it,” Lazzaro said last year.

The move meant even greater safeguards for consumers, as use of the Australian Made food labels would be monitored for compliance by the ACCC.

The commission is now gathering data to determine industry responses to the new labelling and said this week it had “provided substantial, targeted guidance to businesses and sectors that identified difficulties in applying the labelling standard”.

“We are continuing to work with growers, producers and other businesses to ensure compliance,” a spokesperson said this week. “The ACCC is ensuring businesses are presenting accurate country-of-origin information to their customers, and we are continuing to monitor consumer reports about country-of-origin labelling.”

Boon for Aussie exporters as India signs on to trademark

Registration paves way for easier Aussie access to the world’s sixth biggest economy.

The Australian Made Campaign has extended its global reach with its distinctive Australian Made, Australian Grown (AMAG) logo formally registered as a trademark in India, Australia’s fifth biggest export market.

The breakthrough means that for the first time Australian exporters have a registered symbol that can be used on locally made or grown exports into India, which both establishes products as genuinely Australian and is legally protected under Indian law.

“The formal registration of the logo in India now provides an essential legal framework which exporters can rely upon in the event that the logo is copied or used without proper authority,” says Australian



Australia exported \$16.3 billion worth of merchandise to India in 2017-18.

Made CEO Ben Lazzaro.

“India, which is among the fastest growing economies in the world, presents a huge opportunity for Aussie makers and growers and we’re proud to help our nation’s exporters leverage this emerging market.”

According to Austrade, the Australian government’s trade, investment and

education promotion agency, Australia exported \$16.3 billion worth of merchandise to India during the 2017-18 financial year. Goods regularly sent to sub-continent include agritech and dairy, and premium food and beverages – in addition to goods from the resources division (such as oil and gas).

“India will offer Australian business more potential growth opportunities over the next 20 years than any other single market,” says Austrade’s Trade Commissioner for India and Pakistan, Dr Mark Morley.

“There’s no single major market out to 2035 with more growth opportunities for Australian business than India. By 2035, the Indian economy will be one of the major poles of global economic power.”

The logo registration work was carried out by Australian Made Campaign Partner Wrays, Australia’s largest independent Intellectual Property specialist firm.

The registration covers 10 classes (Classes 3, 5, 20, 25, 29-33 and 35) that extend to a wide range of products including:

- 3 – cleaning products, soaps, toiletries, cosmetics
- 5 – pharmaceuticals, veterinary pharmaceuticals, infant formula
- 20 – furniture
- 25 – clothing and footwear
- 29-33 – food and beverages
- 35 – retail services.

Technology a key to beating counterfeiters

Scammers have an eye for quality – and that means they are keen to imitate our Australian Made products.

The meteoric rise of south-east Asia’s middle class – which, by some estimates, now numbers 400 million consumers in China alone – is fuelling demand for Australian-made products.

But several recent high-profile cases reveal the danger that counterfeiting poses to many Australian brands seeking to capitalise on this growing market.

“Australian products, by their very nature, are attractive to Chinese consumers,” says John Houston, the CEO and executive chairman of YPB, an Australian company that specialises in combatting counterfeiters.

Perceived advantages of Australian-made products for the Chinese market include Australia’s clean air, food quality measures and an overall reputation for quality.

But this popularity is a double-edged sword, making Australian goods highly attractive to knock-off merchants. After all, Houston notes, “if you’re a counterfeiter, what you want to do is jump on trends that will make money for you”.

In March 2018, authorities in southern China uncovered 50,000 bottles of fake Penfolds wine in a raid on a warehouse, and they’ve also uncovered major shipments of fake Swisse and Blackmores-labelled health supplements.



Bottles of counterfeit wine being sold on Chinese e-commerce site Alibaba are shown at a press conference in Shanghai in 2017.

A search of the eCommerce platform AliExpress reveals apparently fake bottles of Penfolds wine for sale at \$US1 a bottle.

The scale of the problem is such that research firm Frontier Economics estimates that the negative total global impact of counterfeiting and piracy could reach \$US4.2 trillion by 2022, putting some 5.4 million legitimate jobs at risk.

“If a counterfeiter copies a product, the first thing they’ll do is copy the packaging,” Houston says. “They can essentially introduce any product into a supply chain by copying the one-dimensional barcode.”

Anti-counterfeiters like YPB are turning to technology in the battle against fakes,

with innovations including invisible tracers, QR codes and NFC trackers.

“I built an invisible tracer product in China on the premise that if [counterfeiters] can see it, they can copy it,” Houston says.

“This invisible tracer has a scanner attached to it, so you can scan a product through the supply chain, and work out if your real product has been replaced by a fake one.”

Houston notes that recent decisions by market leaders such as Apple to include QR code scanning and NFC capabilities on their phones have also helped. While QR code technology is not commonly used in Australia, Houston says that it has become

second nature for Chinese consumers to scan codes to connect with online stores.

YPB has collaborated with the Australian Made Campaign to create QR codes verifying that a product is made in Australia.

“There’s more technology ... in people’s hands, allowing them to both connect with brands and also verify the authenticity of something,” Houston says.

Ben Lazzaro, the chief executive of the Australia Made Campaign, urges buyers not to be fooled by knock-offs.

“The best way for consumers to identify authentic Aussie products is to look for the green and gold kangaroo logo, which means they are genuinely ‘Australian Made’.”

Branding products as Australian Made in China

Consumers in China associated the following attributes with the green and gold Australian Made logo:

- Successfully makes the Australian connection – **69%**
- Clean and green – **70%**
- Official – **56%**
- Fresh – **60%**
- Environmentally friendly – **71%**
- Easy to understand – **66%**
- Pleasing image – **61%**

Research undertaken by Horizon Consumer Science in Shanghai and Guangzhou

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