

AUSTRALIAN MADE  
CAMPAIGN LIMITED

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# EXPORT INFORMATION PACK

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MADE



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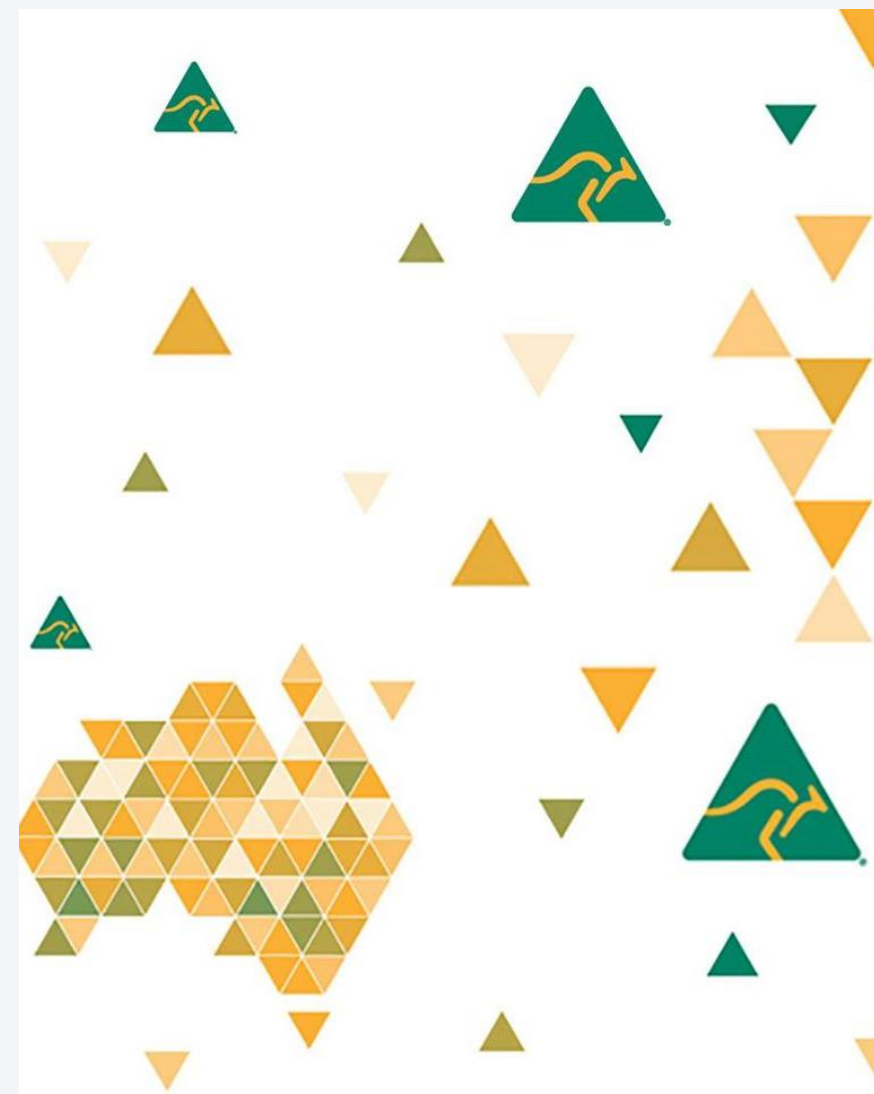
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# About Australian Made

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 and the 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 domestic operations, which are licensing companies to use the logo and promoting Australian products both in Australia and overseas.



## WHAT WE DO





*According to international consumers, the Australian Made logo successfully makes a connection to Australia (70% )*

Horizon Research 2020



# Grant overview

## Purpose

AMCL received a Federal Government grant to:

- Increase the profile and awareness of the Australian Made logo in key export markets
- Strengthen the legal position of the Australian Made logo in key export markets

## Outcomes

Expected outcomes of the grant include:

- Research of the awareness and perception of the Australian Made logo
  - Promotion of the Australian Made logo and Australian products
  - Registration of the Australian Made logo trademark in additional countries
  - Enforcement of the Australian Made logo trademark
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# Grant overview

## Key activities

- Stakeholder engagement
- Domestic and international research
- Media and advertising
- Online promotions
- Offline promotions including events
- trademark applications
- trademark breach investigation

## Focus sectors

- Food and beverage including wine
- Beauty and personal care
- Fashion and accessories
- Vitamins and health supplements
- Other sectors based on opportunities

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# Grant overview

## Focus export markets

Approved trademark:

- China
- European Union
- Hong Kong
- India
- Indonesia
- Malaysia
- Singapore
- South Korea
- Taiwan
- United Arab Emirates

- United Kingdom
- United States of America
- Vietnam

Pending trademark approval:

- Canada
- Japan
- New Zealand
- Philippines
- Thailand



AUSTRALIAN MADE

PRODUCT OF AUSTRALIA

AUSTRALIAN GROWN

AUSTRALIAN SEAFOOD

A U S T R A L I A N

## South East Asia

- Singapore digital media campaign (complete)
- Thailand retail promotions (complete)

## North Asia

- AustCham business networking event (date TBC)

## Greater China

- Alipay Global Fun x Australian Made store and campaigns (under development)
- China International Import Expo 2021 (5-10 November 2021)
- Hong Kong wine promotions (July 2021)

# Calendar of events





## North America

- Profile raising campaign  
(September – October  
2021)

## United Kingdom

- Profile raising campaign  
(September – October  
2021)

## European Union

- TBC

# Calendar of events



## United Arab Emirates

- Digital consumer campaign (June – July 2021)
- Expo 2020 Dubai (October 2021 – March 2022)

## Multi-market

- Digital fashion runway (March 2022)

## Domestic

- Alipay x Australian Made local Chinese community store and campaigns (ongoing)
- Domestic export campaign (June - August 2021)
- Asia Capability Programs (complete)

# Calendar of events





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To be successful in entering and maintaining a position in export markets, businesses must seek to supply a product that is in demand as well as commit the necessary resources and skills to support sustained or increased growth in the longer term.

The following points are key indicators that your business is in a position to export:

- Overall commitment across the business
- Strong position in the domestic market
- Sufficient resources or ability to expand resources
- Business plan and export strategy
- Export knowledge and skills

# Export overview



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# Export checklist

*Actions to consider*

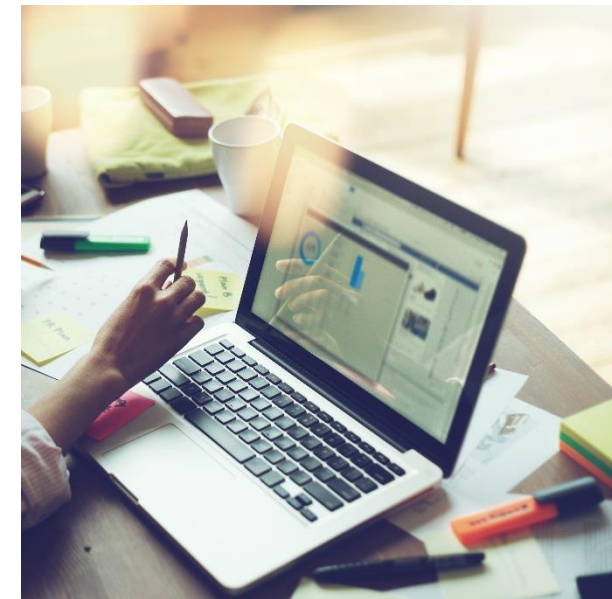
## Export review

Businesses should review their internal capabilities including ability to scale up production to supply export markets and undertake basic research including market barriers and competitor analysis to define potential export opportunities.

## Export strategy

To establish a solid foundation businesses should develop an export strategy that includes:

- Market considerations
- Barriers to entry
- Competitor analysis
- Pricing and currency
- Distribution channels
- Freight and logistics
- Brand assets
- Marketing





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# Export checklist

*Actions to consider*

## Market knowledge

To develop market knowledge and commercialise potential export opportunities, businesses should familiarise themselves with targeted export markets.

## Marketing

Based on product entry, businesses should consider a range of marketing activities to build consumer brand recognition and product demand such as:

- Retail activations
- Trade or consumer events
- Social media campaigns or collaborations
- Partnerships or sponsorships





# Social media

## Considerations

Navigating social media platforms in export markets can be difficult. To successfully engage with consumers to grow brand recognition and product demand, businesses should consider:

- Cultural nuances
- Language barriers
- End-consumer demographics

Businesses should engage with consumers through their preferred platform. Popular examples include Facebook, Instagram, TikTok/Douyin, YouTube, Pinterest, WeChat or Weibo, although preferred platforms may vary in each export market. To select the right platform it is essential that businesses assess the benefits and shortfalls associated with each.

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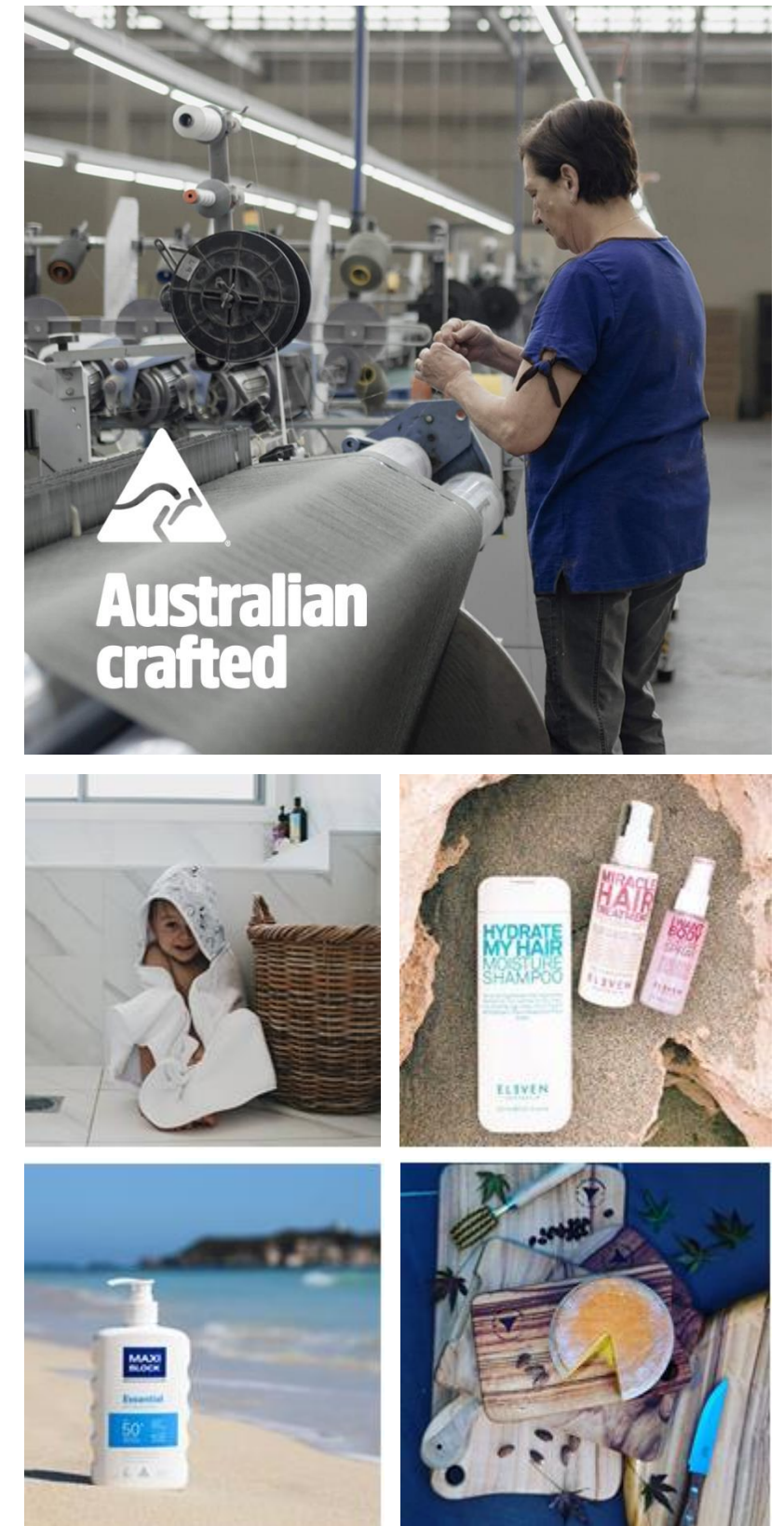
# Social media

## Planning for success

The following points should be considered before committing to a campaign:

- Budget per export market for platform set-up, asset development or localisation, translation, community management, competitions, paid advertising, reporting etc.
- Success metrics such as direct sales, followers over campaign period, individual post reach and engagement (organic and paid)
- Target consumer demographics, location and time
- Ability to direct or redirect consumers to point of purchase
- Ability to complement other activities such as offline activations.

Businesses should also consider alternative approaches such as leveraging importer, retailer or distributor platforms.







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# Available merchandise

A wide range of Australian Made merchandise including stickers, swing tags, posters, banners, signs, pyramids, neck tags and lapel pins is available to purchase to enhance any export activity.



# Useful resources

These links contain a range of export information including sector and market specific advice, grants, trade missions and events.

## Austrade

- [Export information](#)
- [Export Market Development Grant](#)
- [Pricing for export](#)
- [Free Trade Agreements](#)
- [TradeStart](#)

## Victoria State Government

- [Export information and support including trade missions](#)

## New South Wales Government

- [Export information and support](#)

## Queensland Government

- [Export information and support including trade missions](#)

## Government of South Australia

- [Export information and support](#)



# Useful resources continued

## Tasmanian Government

- [Export support and information](#)

## Government of Western Australia

- [Export support and information](#)

## Northern Territory Government

- [Export support and information](#)

## Asialink Business

- [Market insight reports](#)

## Export Finance Australia

- [Financial expertise and solutions](#)

## Export Council of Australia

- [International resources and training](#)



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**Australian Made Campaign Limited**