



Australian Made Campaign

Campaign Supporter

Your invitation to become a Campaign Supporter of the Australian Made Campaign

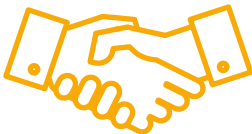
ABOUT THE AUSTRALIAN MADE CAMPAIGN

The Australian Made, Australian Grown logo was introduced as a certification trade mark by the Federal Government in 1986.

Since 1999 it has been administered and promoted by Australian Made Campaign Limited (AMCL) an independent, not-for-profit organisation established for this purpose by the business community.

AMCL does this under a formal agreement with the Federal Government. Campaign Supporter partnerships were introduced to enable Local Government bodies to access the Australian Made logo.

In discussion with Local Government representatives it was recognised that a strategic association with the campaign promoting genuine Australian products and produce would strengthen both a Council's own economic development policy positions and its communications to stakeholders, including manufacturers, processors and producers within its community.



REASSURING THE COMMUNITY, ENCOURAGING BUSINESS

Becoming a Campaign Supporter and using the AMAG logo

- ▲ Demonstrates a commitment to local manufacturers, processors and producers
- ▲ Encourages business investment in Council's region by publicising the 'open for business' attitude within Council – leading to jobs and improved standards of living in the community
- ▲ Facilitates Council connecting with AMAG logo licensees, Campaign Partners and Associates in its region
- ▲ Provides access to the logo with the 'Campaign Supporter' descriptor, or a localised version of the logo with the 'in City/Shire' descriptor (eg. 'Australian Made in Blacktown')
- ▲ Opens up media and marketing opportunities



WHY THE AMAG LOGO

- ▲ It is Australia's only registered country-of-origin certification trademark,
- ▲ It is recognised (98%) and trusted (88%) by Australians to identify genuine Aussie products and produce, and
- ▲ It is used by more than 2600 companies on more than 15,000 products sold in Australia and around the world,
- ▲ It is administered by an independent, not-for-profit organisation – Australian Made Campaign Ltd.

AUSSIE FOOD PRODUCTS AND THE LOGO

The Australian Made Campaign is no longer permitted to issue new licences for food products to use the logo as a country of origin certification trade mark in Australia. For more information visit

www.foodlabels.industry.gov.au or
www.business.gov.au/foodlabels.

CAMPAIGN SUPPORTER CONTRIBUTIONS

The Australian Made Campaign is not for profit and funded entirely by the fees companies and key stakeholders (Partners, Supporters and Associates) pay to associate with the logo.

Campaign supporters are asked to contribute a flat fee per annum:

Cities \$2000 per annum
Shires \$1000 per annum

WHAT THEY SAY



“City of Ballarat actively supports the Australian Made Campaign in its function to promote Australian Made products. We see great value in the Australian Made logo and encourage local businesses to participate in the program, promote their products and maximise potential sales”

**CR JOHN BURT,
MAYOR,
BALLARAT CITY COUNCIL**

“Business and industry development and support are key goals for Darebin City Council, and the Australian Made Campaign plays an important role in achieving those goals”

**CR STEVEN TSITAS,
MAYOR,
DAREBIN CITY COUNCIL**

“The Australian Made Campaign works to help support local businesses and local jobs and it is a campaign we believe in. Furthermore, as a Campaign Supporter, we are able to provide greater business support and promotional opportunities”

**CR DOMINIC ISOLA,
CHIEF EXECUTIVE OFFICER,
HUME CITY COUNCIL**

“We strongly support the principles of the Australian Made Campaign. We believe it is important to show leadership in our community in terms of demonstrating support for Australian-made and Australian-grown goods and we are trying to get the community to think along the same lines. We will continue to support the Australian Made Campaign both principally and financially so that it can continue the good work that it carries out”

**TONY BAWDEN,
DIRECTOR, CORPORATE AND
ECONOMIC DEVELOPMENT,
HORSHAM RURAL CITY COUNCIL**

“The Australian Made Campaign is something that we feel very strongly about, and we think our communities do too – the feedback we’re getting is that people want to buy local.”

**JOHN FRANCIS,
DIRECTOR, GOVERNANCE AND
ECONOMIC DEVELOPMENT,
WHITTLESEA CITY COUNCIL**



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AUD0029.08.16