

The Australian Made Campaign Newsletter

The Australian Made Summer of Tennis

The Australian Made Campaign invested in the future of Australian children in regional and rural Australia this Summer, by sponsoring the Fed Cup Foundation, and through that, the Foundation Cup, the interstate tennis challenge for children 13 and under.

The Fed Cup Foundation has been running the Foundation Cup for 13 years.

"The Australian Made Campaign is all about ensuring a better future for Australians, particularly for young Australians and generations to come. Regional Australia plays a very important role in that future. We are proud to align the Australian Made, Australian Grown logo with a Foundation that is working towards those same goals," Australian Made

Chief Executive, Ian Harrison, said.

The 'Australian Made Foundation Cup' was one of a series of events in the 'Australian Made Summer of Tennis' campaign, which highlighted the importance of supporting our Aussie growers and manufacturers as well as our Aussie athletes. Australian tennis great, Alicia Molik, was the face of the 'Australian Made Summer of Tennis' campaign.

Other events included the Fed Cup Foundation's 'Breakfast with the Stars' events in Sydney (250 people) and Melbourne (540 people), which promote the achievements of women in tennis.

"But above all we want you, your families, your friends and their friends to think more about the positive consequences of buying genuine Aussie products and produce when shopping. Not only are you getting a quality product, but reinvesting back into the community creates jobs,



Australian Made Campaign Chief Executive, Ian Harrison, with Australian Made Summer of Tennis Ambassador, Alicia Molik at the Breakfast with the Stars in Sydney, presented by Australian Made

jobs and more jobs, right across the country; better career opportunities for our kids; better prospects for our farmers, manufacturers and fisherman; and a better future for all Australians," Mr Harrison said in his address at the events.

The Honourable Minister for Sport, Kate Lundy attended the Breakfast with the Stars event in Melbourne, and expressed her support for the Australian Made Summer of Tennis campaign.

"I love seeing the Australian Made Campaign coming together with Aussie Sport. It's a great initiative," Senator Lundy said.

Australian Made website up and running

The Australian Made Campaign is proud to announce, especially to its 1800 licensees, Campaign Supporters, Partners and Associates, that the new Australian Made website is live.

Thank you for your patience throughout the process, we hope you are as excited as we are about the end result.

Please be sure to update your business

and product information now to maximise the benefits to your business. Remember, the more information you include on these pages, the more chance shoppers will have of finding your business and products.

We will be formally announcing the new website publicly shortly, so stay tuned!

Don't forget, there are also significant opportunities to access online advertising space on the website (at minimal cost), so make sure you have your digital banners (MREC and leader boards) ready.

If you need help preparing any of the digital assets mentioned above, please contact us on 1800 350 520.

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New webinar series to help explain the benefits of the ICN Gateway

The Australian Made Campaign is continuing to work strategically to link manufacturers with the major projects through Industry Capability Network (ICN).

It is doing this as part of the Federal Government's Buy Australian at Home and Abroad (BAHA) initiative.

Importantly, Australian Made and ICN are in the early stages of developing a webinar series aimed at providing manufacturers of Australian products with a greater understanding of the ICN Gateway – an online connection point for buyers and suppliers looking to build partnerships. The ICN Gateway enables suppliers to search major projects and register their company's interest with just a few easy steps.

"Our aim is to provide Australian Made licensees with improved and ongoing access to upcoming project

information and opportunities," said Australian Made Supply Chain Advisor, Ben Lazzaro.

"In conjunction with the ICN, we are looking forward to developing a webinar series that demonstrates the capabilities of the ICN Gateway, and shows licensees how to navigate and get the most out of it. By providing licensees with better access to project information and business opportunities, together we can maximise local content in major projects."

ICN Gateway performance (July-September 2012)

- 2,503 new suppliers added
- 24 new major projects listed
- 1,948 contracts won
- \$1.82 billion of contracts awarded

Also, for those manufacturers of Australian-made products not already registered on the ICN Gateway, make sure you register as soon as possible.



Australian Made is working with ICN as part of the Federal Government BAHA Initiative

If you have already registered, make sure your profile is up to date. Once registered, you will receive automated email updates detailing upcoming project opportunities and news. It can be one of the most effective ways to keep informed and generate new business.

Visit www.gateway.icn.org.au to create or update your profile.

Australian Made strengthens ties with Local Government

The Australian Made Campaign held its second Campaign Supporters luncheon for 2012 in November at the City of Casey in Victoria, to enhance the partnerships with current and prospective Local Government Supporters.

The event provided an opportunity to update the Councils and Shires on the campaign's current program and priorities, and to seek ideas from representatives as to how partnerships can be further strengthened to support Local Government growth objectives.

The Australian Made Campaign is

every bit a collective effort to promote economic activity and jobs in Australia, and strong links with the grass roots level of Government adds considerable strength to the integrity and promotion of the AMAG logo.

It is also recognised that a link to the AMAG logo is a strong statement by Councils and Shires about their commitment to facilitating investment, job creation and prosperity in their municipalities.

Councils or Shires wishing to become involved with the Australian Made Campaign should contact frank.phillips@australianmade.com.au



L-R: Australian Made Campaign Chief Executive, Ian Harrison, City of Casey Mayor, Cr Amanda Stapledon, City of Frankston Mayor, Cr Sandra Mayer, City of Greater Dandenong Mayor, Cr Angela Long, and Australian Made Campaign Chairman, David Gray

Food Week Korea

Food Week exhibition will be on again this year from November 6-9 in Seoul, Korea.

The exhibition is a good opportunity for businesses with Australian-made and Australian-grown products to expand into the Asian market.

The Australian Made, Australian Grown (AMAG) logo is widely recognised in Asia as identifying products that are genuinely 'Aussie'. Asian consumers trust that if a product bears the AMAG logo, it has been made and packaged here to Australia's high standards of health, quality and safety.

Australian Made Campaign Partner, SINI Australia, has a chain of 'Australian Made' shops in Seoul, Korea selling only products which carry the AMAG logo, and participates in Food Week each year.



The Australian Made shop stand at Food Week Korea 2012

The 2012 exhibition was a huge success, with more than 90,000 visitors from all over the world.

"Food Week Korea is a great way for manufacturers of Australian food and beverage products to gain a presence in Korea, where demand for quality, Australian products such as chocolates, fruit juices, dressings, healthy snack products and natural

salt continues to grow," said General Manager - Export of SINI Australia, Simon Kim.

If you wish to have your products displayed at Food Week 2013, contact Simon Kim on simonkim@siniaustralia.com

For more information about Food Week visit <http://foodweek.info/>

Largest Australian Made domestic oven range launches

Electrolux – Australia's sole remaining volume whitegoods manufacturer – recently announced the national rollout of the company's Australian Made program.

Cooking products bearing the Westinghouse and Chef brands



The Electrolux manufacturing operation in Orange producing great Australian Made products

manufactured in the Electrolux Cooking Products plant at Dudley Park in Adelaide, and fridges and freezers bearing the Westinghouse and Kelvinator brands manufactured in the Electrolux Refrigeration Plant in Orange, are now certified to carry the Australian Made logo.

"We are proud to welcome an iconic brand like Electrolux onboard the campaign," Australian Made Campaign Chief Executive, Ian Harrison, said.

More than 1000 Australians are employed across the Electrolux manufacturing plants and adjoining research and development centres in NSW and SA.

Changes to Food Standards Code Standard 1.2.11 – Country-of-origin labelling

Food Standards Australia New Zealand has amended the Food Standards Code (standard 1.2.11) to extend mandatory country-of-origin labelling to unpackaged beef, sheep and chicken meat. Previously it only applied to pork and seafood.

It also includes a new option to identify the country where packaged food was grown. This means that claims such as 'Grown in Australia', already allowed under the Australian Consumer Law, may now also be used on food products.

The changes come into effect on 18 July 2013.

For more information visit www.comlaw.gov.au/

Australian Made pushes to keep consumers informed on where their food comes from



The Australian Made Campaign has supported the call from the seafood industry for an extension of country-of-origin labelling to fast food outlets.

The seafood industry has called for fish and chip shops to display the country of origin of the fish they sell, to arm consumers with all of the facts about

the seafood they are buying.

"Shoppers want to know the source of the food they consume, particularly when it comes to seafood, because they have doubts about some environments and more confidence in others," Australian Made Chief Executive, Ian Harrison, said.

"There is a great level of trust in the quality of Australian seafood because of our clean, green environment and high safety standards."

"It would make good business sense for fast food outlets across the country to supply Australian produce and aggressively market it as such," Mr Harrison said.

At present only the Northern Territory has country-of-origin laws that apply to cooked seafood, although new legislation will come into effect in South Australia this month.

Consumers can look for the green-and-gold 'Australian Seafood' logo to identify genuine Aussie seafood.

Australian Made Campaign Annual General Meeting



Australian Made Campaign Ltd's 14th Annual General Meeting was held in Canberra on 28 November 2012.

Peter Anderson, Chief Executive of the Australian Chamber of Commerce and Industry (ACCI) was re-elected to his position on the Board of Directors.

The Board of Directors for 2013:

David Gray AM
(Chairman)

Managing Director,
David Gray & Co. Pty Ltd

Glenn Cooper AM
(Deputy Chairman)

Executive Chairman,
Coopers Brewery Limited

Neil Summerson FCA
(Treasurer)

Chairman, Bank of Queensland
Peter Anderson

Chief Executive, Australian
Chamber of Commerce and
Industry ACCI

Allyn Beard
Marketing Director,
A.H. Beard Pty Ltd

Andrew Broad
Immediate Past President,
Victorian Farmers Federation

Mr Robert Gerard AO
Executive Chairman,
Gerard Corporation Pty Ltd

Robert Hutchinson
State Manager, Queensland,
ParexDavco (Australia) Pty Ltd

Export Awards

The Australian Made Campaign was again the proud supporter of the Large Advanced Manufacturer category of the annual Australian Export Awards in 2012, the 50th such celebration of Australian export excellence.

The Australian Export Awards is a national program that recognises and honours Australian companies engaged in international business who have achieved sustainable growth through innovation and commitment.

Australian Made Chairman, David Gray, and Chief Executive, Ian Harrison, attended the event, presenting the Large Advanced Manufacturer Award, won this year by ANCA, a Victorian-based manufacturer of CNC tool and cutter grinders.

The Australian Made Campaign also sponsored the National Excellence in Building and Construction Awards in November 2012.

Australian Made sponsors the export categories, which recognise the outstanding performance of businesses



Australian Made Campaign Chairman, David Gray (right), presents ANCA Joint Managing Director, Pat Boland, with the Large Advanced Manufacturer Award



Australian Made Campaign NSW Sales Manager, Damian Schroder, presents JML Group Design & Business Development Manager, Andrew Pearce and Edmonds General Manager, Allan Ramsay, with the export awards

in the Australian building and construction industry in the export market.

Australian Made's NSW Sales Manager, Damian Schroder, attended the event and presented the event, won this year by two NSW-based businesses.

JML Group won the export award in the Building and Construction category, and CSR Edmonds, a manufacturer of wind and hybrid powered rotary ventilators, won the award in the Products and Manufacturing category.

Contact us on 1800 350 520 or email info@australianmade.com.au