



The Australian Made Campaign

OCTOBER 2014

CASE STUDY

FLYING THE FLAG FOR AUSTRALIAN JOBS

Carrol and Richardson Flagworld has been manufacturing flags, banners and buntings in Australia for more than 50 years, and is best known for making Australia's national flags, Aboriginal flags and the Sporting flag of Australia.



Flagworld's customers vary from sporting fans and ceremonial venues, to local businesses and everyday consumers, and they typically purchase to celebrate local achievements. As a result, Flagworld's Managing Director, Wayne Gregory, says that it is particularly important that they are manufactured in Australia, to reflect all things 'Australian', and support local industry and local jobs.

"Overseas suppliers don't have to meet the stringent legislative and regulatory requirements local manufacturers do, and as a result they are often inferior – and consumers are starting to recognise that," he said.

"Our buyers purchase not only because they are patriotic and passionate about supporting local business, but also because of our high quality and safety standards in manufacturing.

"Being certified as Australian Made helps us to validate to our customers our legitimate claims that our products are made in Australia, so they can buy from us with confidence.



"All of our products carry green-and-gold Australian Made kangaroo logo stickers on packaging, to make it easier for us and our consumers to identify them as genuinely Australian," Mr Gregory said.

Flagworld's ethos is centred around manufacturing locally, but manufacturing ethically is important to the organisation and its customers too. The company is ISO 9001 Quality Assurance-Certified, and its mission statement addresses corporate social responsibility.

"We are dedicated to using sustainable products in our manufacturing processes – like disperse dye inks which are more environmentally friendly than eco solvent inks, minimising the use of plastics in our packaging, and regularly upgrading our equipment to use our resources more efficiently and help reduce waste," Mr Gregory said.

"We have come a long way over the years, having implemented state-of-the-art technology, and our staff are dedicated to delivering quality products and exceptional service."

To find out more about Flagworld, visit www.flagworld.com.au.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au