



NOVEMBER 2014  
CASE STUDY

### **An Australian food manufacturing success story built on heritage**

Modern Baking Company formed when the well-known Australian biscuit manufacturer, Unibic, went into receivership. A group of Australian investors thought it was worth investing in the 70-year-old business, with its long heritage and range of household brands, to keep the company going and support Australian jobs – and rightly so. Now, nearly three years since becoming Modern Baking Company, the business continues to gain momentum, leveraging its Australian heritage as it pushes for greater growth. The company has recently attracted further interest with a leading sales and marketing firm, Saleslink Group, which came on board as a strategic partner in July 2014.



Popular products in the current range include Unibic ANZAC Biscuits and Unibic Gingerbread Kids, as well as Harvest Kitchen cookies.

As a business rebuilding itself, the company knew that it needed to use marketing tools that were efficient and cost-effective, which is why it began using the Australian Made logo.

“When you’re a small businesses it can be hard to get your name out there, and the Australian Made logo can help jog consumer recognition that the business manufactures locally, which we know from research is an important selling point,” Modern Baking Company representative Erin Radford said.

“Australian manufacturing can be a tough business, but we believe it’s important to keep manufacturing jobs here. With our strategic partner Saleslink on board, we’ll be able to advance the company and help it grow, and our intention moving forward is to have our full range certified as Australian Made.”



Modern Baking Company currently employs more than 170 people, who work mostly in the manufacturing of its products.

“We’re all here because we want to support Australian manufacturing jobs, and we believe consumers do too. These days people are far more aware that buying Australian Made really helps support the local community,” Ms Radford said.

“The logo is a clear and visible signal that quickly communicates to Australian consumers that the products that carry it have been made by people in their community – and they’re supporting those people when they buy Australian Made.”

“Being part of the Australian Made Campaign has also helped us gain access to audiences and opportunities we might not have otherwise had, and we noticed that really quickly – we’ve seen great results.”

Ms Radford said the Australian Made logo would play a key role in Modern Baking Company’s future plans for export markets.



## The Australian Made Campaign

“It’s a huge asset when you’re going into export markets, and we plan to leverage that,” Ms Radford said.

To find out more about Modern Baking Company and to check out the complete range of products, visit

[www.modernbaking.com.au](http://www.modernbaking.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](http://www.australianmade.com.au)