



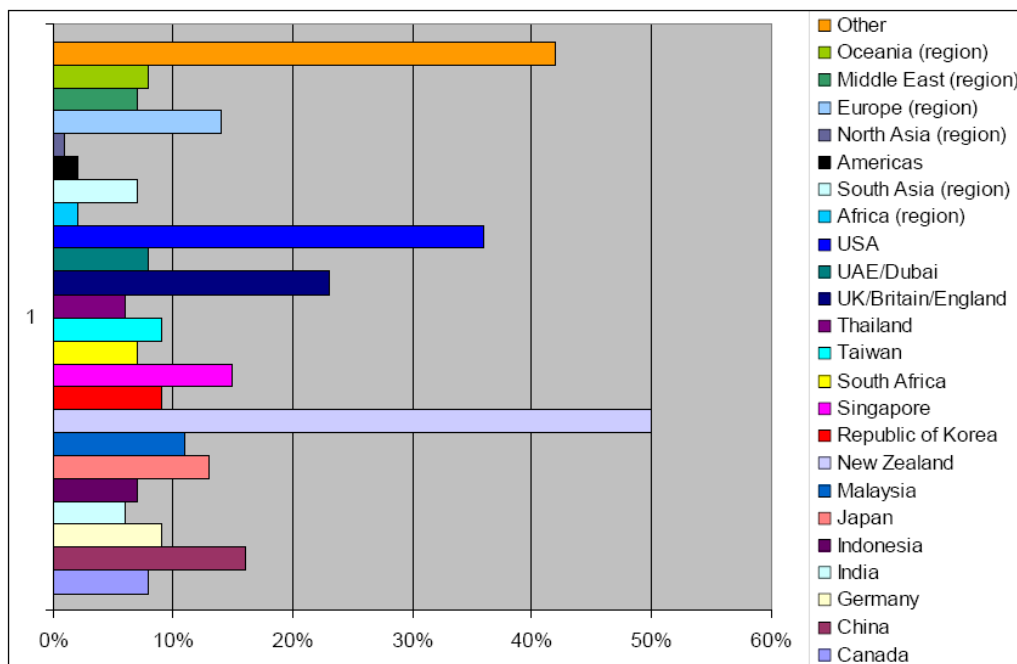
## 2008 SURVEY OF LOGO USERS

A large survey of users of the Australian Made, Australian Grown logo was undertaken in March 2008.

Close to 800 businesses participated in the survey and key findings include:

- 50 per cent of logo users export;
- another 11 per cent intend to start exporting within the next 12 months;
- the biggest export markets for licensees are New Zealand, the US, the UK and China;
- the logo is used by licensees in export markets whenever possible;
- the most commonly exported goods are: ‘electronics’, ‘health products’, ‘textiles’, ‘clothing, footwear or leather’, and ‘processed food and beverages’;
- licensees believe the most important aspect of their goods is quality;
- licensees are particularly interested in export promotions such as pavilions at international trade fairs (19%) and would like AMAG to work more closely with industry bodies and groups such as Austrade (14%).
- These licensees are also interested in accessing more merchandise such as flags and participating in in-store promotions.

The findings show that licensees are more active in export markets than non-logo users and that there is a strong belief among licensees that the logo and the ‘Australianness’ of their products add real competitive advantages.



Percentages of licensees currently active in identified export markets.

## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.