



Mr Robert Gerard AO (Chairman)

AMCL BOARD REAPPOINTED

Australian Made Campaign Limited's AGM was held in November and saw the AMCL Board re-elected for another term. The Campaign would like to thank each member of the Board for their continued and strong support:

Mr Robert Gerard AO (Chairman)
Chairman and Managing Director
Gerard Corporation Pty Ltd

David Gray (Deputy Chairman)
Managing Director
David Gray & Co. Pty Ltd

Neil Summerson FCA (Treasurer)
Company Director

Julia Banks (Director)
Chief Counsel, Kraft Foods (Australia/New Zealand)
and Senior Counsel, Kraft Foods
(Asia Pacific)

Peter Hendy (Director)
Chief Executive Officer
Australian Chamber of Commerce and Industry

Robert Hutchinson (Director)
State Manager, Queensland
Davco Construction Materials Pty Ltd

Kevin MacDonald (Director)
Managing Director and CEO
NSW Business Chamber Limited

Neville Sawyer (Director)
Company Director (retired)

RECORD GROWTH IN NUMBER OF LICENSEES

Last financial year saw a record number of new licensees join the Campaign and this year looks even better. Numbers have already surpassed last year's total number of new licensees and with several months still remaining of this financial year, 2006/07 will be yet another record year for the Campaign.

"The interest in the Australian Made Campaign and the logo has been overwhelming. Consumers trust our logo over any other country of origin claim and businesses are realising the many benefits of using the logo aggressively on their products," says AMCL Chief Executive Ian Harrison.

"The Campaign is a collective marketing effort and the more prominently each licensee uses the logo on products and in marketing activities, the stronger the Campaign will be. It is really positive to see so many new licensees come on board and use the logo on products sold globally."

1200 licensees are currently using the logo on close to 8,000 products and many more are expected to come on board over the coming months. A complete listing of AMCL licensees and their products can be found in the online directory on www.australianmade.com.au/directory or in the annual Official Guide to Buying Australia Made.

JOIN US

The Australian Made logo is the most recognised and trusted product symbol of Australia. By using the logo on your products you will join a rapidly growing number of industry leaders and innovators who use the logo on products sold here in Australia and globally.

Joining the campaign is a three step process, which involves completing an application form, providing a list of the products with which you want to use the logo, and paying an annual licence fee.

An application form can be downloaded from our website www.australianmade.com.au/join or can be faxed or emailed to you by calling the Australian Made Campaign office on 1800 350 520.



Printed on Australian
made paper stock

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AUSTRALIAN MADE

NEW LABELLING SCHEME FOR FRESH PRODUCE UNDERWAY

A new labelling scheme for fresh produce is on its way and it will give more businesses the opportunity to access the famous green and gold logo.

The Campaign is working with the Federal Department of Agriculture, Fisheries and Forestry (DAFF) to introduce a new labelling scheme for fresh produce using the logo as the centrepiece with new descriptors, such as Australian Grown (or some variation thereof) under the triangle.

“The introduction of new logo descriptors and rules will make it easier for growers and producers to use the logo on their products and many more businesses will be able to clearly identify their products as Australian,” explains AMCL Chief Executive Ian Harrison.

The introduction of a new descriptor will expand the number of potential licensees substantially and the overall collective marketing effort will benefit greatly. The new descriptors have already received strong support from licensees, Government, industry bodies and consumers.

“This is an exciting extension of the use of the logo and will result in even higher public recognition of the logo; thereby assisting consumers to more easily identify Australian made and Australian grown products,” says Ian Harrison.

“The Campaign has worked closely with a wide range of stakeholders to ensure this new brand, initiated by Government and launched with Government support, will be welcomed by businesses, retailers and consumers.”

The logo is recognised by 98% of Australian consumers and is by far the most trusted Australian country of origin identifier. Research conducted by Roy Morgan Research in February show that Australian consumers see a positive fit between the green and gold logo and fresh produce. When asked, almost 80 percent of consumers would like to see the logo used on canned food products and 75% would like to see the logo used on fresh produce.

“There is a strong demand from consumers who want to buy Australian produce. The green and gold triangle is the most recognised and trusted product symbol of Australia and using it on fresh produce will benefit both businesses and consumers greatly,” says Ian Harrison.

The new descriptor is likely to cover a wide range of fresh produce such as:

- ❖ Vegetables (fresh, canned and frozen)
- ❖ Fruit (fresh, canned and frozen)
- ❖ Meat (fresh, canned and frozen)
- ❖ Dairy (including milk, cheese products and eggs)
- ❖ Nuts
- ❖ Fish
- ❖ Flowers, plants and related products

The rules governing the Australian Made logo need to be rewritten to make its application more flexible and to include specific criteria for fresh produce. Licensees will then be able to use the logo with a variety of claims including Product of Australia, Australian Made or Australian Grown.

The implications of the introduction of a new descriptor were discussed with licensees at special sessions held in Melbourne and Brisbane in February. The response from existing licensees was extremely positive and the Campaign will now keep licensees updated on any progress through the monthly ‘2 Minute Briefing’ sent via email and in coming newsletters.

Licensees wishing to discuss the new labelling scheme can also call the Campaign office on (03) 8662 5390 for more information.

CHANGES TO AMCL RULES

The most notable changes to the Rules are:

- ❖ *The removal of the requirement that products carrying the logo need to have been substantially transformed in Australia.*
- ❖ *The inclusion of new rules enabling the use of the logo on products which have been grown or obtained in Australia, e.g. fresh fruit and vegetables, meat, seafood, dairy products, rather than transformed.*
- ❖ *The requirement that the logo must be used with a representation being either Australian Made, Australian Grown, Product of Australia or Australian Grown [product name].*

These (and other administrative) proposed rule changes require the approval of ACCC. An application was lodged 20 February, 2007.

BALLARAT FIRST COUNCIL IN AUSTRALIA TO SIGN UP FOR CAMPAIGN

The City of Ballarat has taken its commitment to Australian manufacturing excellence to a new level by becoming a Campaign Supporter.

Victoria's Ballarat Council has voted to support the campaign so that the City and the Campaign can work closer together to promote products produced by Ballarat and Australia's manufacturing sector and foster a culture of quality.

Ballarat Mayor, Cr David Vendy says that Council and the Australian Made Campaign have a similar aim.

"We both see a bright future for Australian made products, and being the first council in Australia to sign up for the Campaign indicates how serious we are in Ballarat in promoting the quality of our local products, both here and overseas."

The City of Ballarat is joining AMCL as a Campaign Supporter and its Economic Development Unit will work with AMCL to promote the logo to the council's local constituency.



City of Ballarat Mayor, Cr David Vendy sees a bright future for Australian made products.

"Ballarat has a strong manufacturing base with a good infrastructure. The council understands the importance of its manufacturing industry to the local economy and its link to the ongoing prosperity of the community. We are very proud to be working together," says AMCL Chief Executive Ian Harrison.

Several more councils in NSW and Victoria have now shown a keen interest in joining and the Campaign looks forward to working together with this important tier of Government in grass roots campaigns to promote local manufacturing and economic activity.

The City of Ballarat joins Campaign Partners Bev Marks, Roy Morgan Research, Harvey Norman Furniture & Bedding, Forty Winks, Qantas and Caterpillar Underground Mining.

AUSTRALIAN MADE AREA IN MAJOR EXHIBITIONS



The Australian Made Campaign will once again be part of National Manufacturing Week with a presence at Austech. The Campaign has worked closely with the Australian Manufacturing Technology Institute Limited (AMTIL) to create a clearly marked and exciting Australian made area within the AMTIL managed and owned Austech area.

"Australian manufacturers produce high quality innovative products that we know are sought after by markets around the world. Increased branding using the Australian Made logo in the new Australian Made area will help these businesses stand out," says Ian Harrison, Australian Made Campaign Chief Executive.

The entire Australian Made area will be easily recognised by its green and gold colours and large Australian Made flags.

"We are very excited to be working with the Australian Made Campaign on this new Australian made area in our exhibition. We believe there is a real interest in Australian manufacturers and by strengthening that aspect of the exhibition, I think we will create an area that will attract a lot of interest from visitors," says Shane Infanti, Exhibition Director.

National Manufacturing Week and Austech will be held from May 22nd to 25th at the Melbourne Exhibition Centre. For more information about the exhibitions, visit www.amtil.com.au (Austech) and www.reedexhibitions.com.au (National Manufacturing Week).

The Australian Made Campaign will also have a major presence at this year's Furnitex held from July 19-22 at the Melbourne Exhibition Centre. To learn more about Furnitex, please visit www.furnitex.com.au.

AUSTRALIAN MADE LICENSEES TAKE ON AMERICAN MARKET

Many exporting licensees joined AMCL Chief Executive Ian Harrison in Los Angeles in January for a week-long promotion of Australia and Australian made products under the G'Day USA banner.

Australian products were extremely well received and promoted through a wide range of channels including food shows, sports events and the supermarket chain Bristol Farms.

"The Australian Made Campaign has been part of the G'Day LA program for the past two years and was this year joined by a large number of licensees with an interest in exporting to the US market. G'Day LA, which is part of the broader Australia Week G'Day USA, is a great way for Australian exporters to get an entry into the American market," says AMCL Chief Executive Ian Harrison.

The Australian Made logo was promoted through various PR events and radio advertisements, and a number of Australian celebrities were even spotted wearing the logo on t-shirts and hats.

AMCL SIGNS AGENCY AGREEMENT WITH WA FOUNDATION MEMBER

The Australian Made Campaign has joined forces with foundation member CCIWA to establish a much stronger presence in Western Australia. CCIWA will now be an agent for AMCL in that state.

CCIWA Trade Services Manager Keith Seed is the new contact point for WA-based businesses wanting to join the Campaign and will work closely with the Campaign to promote the logo to businesses and consumers in WA.

"The new relationship makes it much easier for local businesses in WA to participate actively in the Campaign. The agreement gives us a strong presence and we look forward to working with many new WA licensees to promote their Australian products," says AMCL Chief Executive Ian Harrison.

The Campaign already has similar successful agreements in place in Queensland and New South Wales.

To contact Keith Seed, please call (08) 9365 7637. The Australian Made Campaign office can be reached on (03) 8662 5390.



"The interest in Australia and Australian products has been great. Our logo has been used prominently by retailers and exhibitors throughout the promotions. American consumers clearly want to buy Australian and look for the logo as a way to identify these products."

AMCL's participation in G'Day LA is part of its research project being undertaken with the support of the Federal Government to strengthen the logo's effectiveness as an export tool. The Campaign is currently involved in another export project in Bangkok. For more information about AMCL's export projects and how to participate, please call the Campaign office on (03) 8662 5390.



CONGRATULATIONS!

Australian Made licensee Chocolate Drops has once again been recognised for its mouth watering chocolates by winning the 2006/07 Small Business Development Corporation Award in Western Australia.

Chocolate Drops has been a licensee since 2003 and has become famous among both locals and tourists for its Australian range of handmade chocolates. Chocolate Drops sells its chocolates direct to consumers as well as wholesale to a range of tourism operators from its new premises in the Yanchep National Park in Western Australia.