

# Australian Made | Australian Grown Newsletter



## Tat's great: Aussies embrace iconic logo for Australia Day

HUNDREDS of thousands of Australians – young and old – embraced the AMAG logo as part of their Australia Day celebrations this year.

500,000 Australian Made logo removable tattoos were handed out at parks, beaches and select Coles supermarkets around Australia throughout January and into February as part of a joint initiative between the Australian Made, Australian Grown (AMAG) Campaign and Coles, a licensee and Campaign Partner.

The promotion also gave consumers the chance to sample Coles' new range of house brand Aussie made sunscreens and taste-test a great range of locally made products such as soft drinks, ice cream, biscuits and cream cheese – all of which proudly carry the green and gold symbol.

AMAG Chief Executive Ian Harrison says the collective effort was a huge success, generating awareness among shoppers and attracting positive media coverage, including a report by Today Tonight.

"The AMAG logo helps shoppers find great locally made and grown products – something it's been doing for 25 years now," Mr Harrison says.

"Giving out the tattoos in the lead up to Australia Day was a great way for people, especially kids, to join in the celebrations and have some fun, and judging from the smiles on these kids' faces, it looks like they certainly did," he says.

"We were proud to support Coles in its latest initiative to promote its range of house brand, Aussie made products. The promotion staff talking to shoppers in and out-of-store about the product range coupled with bold labelling really helped shoppers to easily identify the products on the shelves, which is just fantastic."



## Buying Australian integral in disaster recovery

*The Australian Made, Australian Grown (AMAG) Campaign continues to use its media focus to remind Australians that now, more than ever, is the time to consciously buy Australian made and grown products.*

*The devastating impact of natural disasters experienced across Australia – floods, bushfires and Cyclone Yasi – is being felt with billions of dollars worth of damage to the nation's agriculture, industry and export sales.*

*While AMAG's Board of Directors consider ways the not-for-profit campaign can offer its support to flood and fire affected logo users and communities, Chief Executive Ian Harrison says individuals can show their support to those adversely affected through a simple gesture.*

*"As a nation we have a lot to be proud of. Our farmers, fishermen, manufacturers and processors make and grow goods which are renowned world-wide for their innovation, quality, high standards, and of course, in the case of food products, great taste," Mr Harrison says.*

*"The impact that the floods and Cyclone Yasi are having on the nation's east coast and the bushfires on the west, on top of the previous years of drought, is staggering.*

*"I really encourage all Australians to get behind our local businesses, producers and fellow workers by buying Australian made and grown products. You will not only be buying great products; you will be supporting our growers, manufacturers and the local economy in this time of recovery. It's another dimension to the great mateship that emerges in the most difficult times."*

## AMAG's voice heard by political leaders

Using the AMAG logo as Australia's official country-of-origin symbol would make business sense, according to the Australian Made, Australian Grown (AMAG) Campaign's Chairman, David Gray AM.

The call for an official product symbol was one of three issues Mr Gray raised with Australia's political elite as part of a vote of thanks offered to Prime Minister Julia Gillard at the Australian Chamber of Commerce and Industry's annual dinner last November.

Treasurer Wayne Swan, Minister for Trade Dr Craig Emerson, Minister for Innovation, Industry, Science and Research Kim Carr and the Opposition's Deputy Leader Julie Bishop were also present at the function, which AMAG has proudly sponsored for the last several years.

Mr Gray said the nation's businesses – particularly SMEs – could use an official country-of-origin symbol to increase sales.

While praising the government's Brand Australia initiative, Mr Gray questioned the adoption of the boomerangs, saying the visual branding should be "consistent and synergistic across the public and private sectors".



AMAG Chairman David Gray AM

"In terms of country-of-origin branding for this country, the kangaroo stands supreme. The decision to move away from it is, at best, puzzling," Mr Gray said.

"For 24 years the AMAG logo has been clearly identifying to consumers the world over that the product or produce carrying it is 'Australian'," he said.

"Just as the red maple leaf connects effectively to Canada, so the stylised kangaroo connects effectively to Australia; and this has been established by research.

"A Federal Labor Government commissioned this logo 24 years ago and still, in effect, owns it. It is currently used on over 10,000 products by more than 1700 businesses, and should be the country's official product symbol."



## Three cheers for Australian Made Media

The Australian Made, Australian Grown (AMAG) Campaign's new media arm Australian Made Media is celebrating its on-air debut just months before its first birthday.

The TVC has been screening on all major networks since January. It is focused on the Australian furniture and bedding industry and was filmed on location at three Melbourne factories.

In the commercial real Australian workers say thank you for buying Australian made while viewers are taken behind the scenes of some of Australia's leading furniture and bedding manufacturers to see how they craft their innovative products.

It's been a hive of activity for Australian Made Media since it was launched by Minister for Innovation, Industry, Science and Research Kim Carr in March 2010 at Kraft's Port Melbourne site – the home of Vegemite.

National Sales Director Sandra Crestani says some of the notable achievements include the relaunch of AMAG's website, growing an online community where logo users and consumers connect through the Australian Made Club and social networking sites like Facebook, and of course, developing the Get Involved, Get Found campaign.

"The past 12 months have been big to say the least. We started off with a more traditional view towards advertising but have really developed into an innovative, leading edge platform," Ms Crestani says.

"Advancements in technology continue to present us with new opportunities that we can offer exclusively to logo users which are really exciting. It is terrific to see such a great response to the different marketing packages, which are tailored specifically to help SMEs develop and enhance their online profiles and connect with the digital shopping community."

## Export Wrap

### AMAG delivers on Government Export Grant

The effectiveness of the Australian Made, Australian Grown (AMAG) logo as an export tool has been confirmed in a report to the Federal Government.

The three year AMAG Export Project, partly funded by the Government's Department of Innovation, Industry, Science and Research concluded last November. The joint funding enabled a total of 47 international activities and events to be supported – 24 trade shows, 11 retail promotions and 12 general sponsorships in targeted countries such as Canada, China, UAE, Hong Kong, Singapore, UK and USA.

The Export Project also undertook extensive domestic and international research to assess recognition of the logo and its acceptance by overseas customers and clients.

AMAG submitted a final report to DIISR emphasising the value and potential of the AMAG logo in helping exporters grow sales through effective country-of-origin branding.

### Arab Health Show 2011

AMAG sponsored the design of the Australian pavilion at the Arab Health Show for the second year running. 14 Australian companies participated in the show which was held from January 24-27 in Dubai, all reporting it to be an outstanding success. The green and gold AMAG logo was distinctively visible as part of the overall branding at the show.



### Texans enjoy real "Taste of Australia"

"Shrimp on the barbie" may be a popular phrase but culinary lovers in Houston, Texas are discovering that there's a lot more to Australian cuisine, thanks to a joint retail promotion between the Australian Made, Australian Grown (AMAG) Campaign and Rice Epicurean Markets.

Houston's oldest family-owned supermarket chain is showcasing some of Australia's finest gourmet food and wine until March 1, as part of G'Day USA – Australia Week 2011.

A variety of products carrying the AMAG logo are being promoted throughout the retailer's five stores including Murray River pink salt, Brookfarm macadamia muesli, snacks and oils, Something Good allergen-free baking mixes and Tucker's Natural savoury and dessert gourmet crackers.

More than 90 demonstrations are being conducted as part of the retailer's sampling program to ensure Americans and Australians living in Houston really get a "Taste of Australia".

It's the sixth year AMAG has worked with US retailers to expand the distribution of Australian foods and beverages in North America but the first time Rice Epicurean Markets, a specialty food and beverage chain offering a wide selection of products from around the world, has been involved.

In previous years, AMAG retail promotions have been held at The Food Emporium, Whole Foods and Citarella stores in New York, Bristol Farms in Los Angeles and Andronicos in San Francisco.



## iPhone app finds true blue goodies

*The free 'Buy Australian' app released in 2011 by the Australian Made, Australian Grown (AMAG) Campaign is fast becoming a must have accessory for shoppers looking to buy genuine Australian made and grown items.*

*The new app for iPhone and iPad users has already been downloaded more than 1000 times, averaging 30 new downloads a day.*

*The multimedia tool features a searchable directory of current AMAG licensees and thousands of registered products. It cleverly incorporates a virtual shopping strip where users can browse through a lolly shop for example, or a hardware store and other virtual retailers.*

*A glossary of what 'Australian Made', 'Product of Australia' and 'Australian Grown' mean enables consumers to make informed choices about the products they're looking to purchase. And, as an added bonus, users can also join the Australian Made Club and enter competitions to win great Aussie products.*

*The 'Buy Australian' app is available for download at the iTunes store.*



## Food labelling reform must go further

The Australian Made, Australian Grown (AMAG) Campaign continues to voice its concerns over the country's food labelling laws.

Despite the introduction of the Australian Consumer Law and the recommendations presented to the Federal Government in the Final Report of the Review of Food Labelling Law and Policy, AMAG Chief Executive Ian Harrison believes more can be done to tighten up country-of-origin claims.

"Consumers need to be given clear and consistent information to make informed choices with," Mr Harrison says.

"For food products the term 'Made in Australia' should not be allowed to be used in a qualified claim such as 'Made in Australia from local and imported ingredients' unless the product actually meets the full criteria for a 'Made in Australia' claim. Then it is OK for the processor to provide further information about there being some imported ingredients," he says.

"Shoppers find the current situation confusing. Instead, food products which don't meet the full criteria set out in the Australian Consumer Law should be labelled with an alternative claim, for example 'packaged in' or 'blended in'.

"Likewise, a food product should not be able to carry the 'Australian made' claim when it contains mainly imported ingredients which have simply been mixed or blended, seasoned, cured or homogenised here. Processes such as these should not be classed as substantial transformation," he adds.

"An obvious example is bacon made from imported pork which has been processed in Australia. This should not be able to be described as 'Made in Australia'.

"We are in the process of amending the AMAG Code of Practice to exclude these processes from the definition of substantial transformation – the Government should do likewise with the Australian Consumer Law and Food Standards Code. Then consumers could be sure the major or characterising ingredient has been made or grown here."



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## Staff news



The beginning of a new year brings with it a new staff member to AMAG: Stephanie Salter.

Stephanie joins the team as Marketing and Communications Manager. She has a wealth of knowledge and skills in business marketing and in both the profit and not-for-profit sectors.

Stephanie recently returned to Melbourne after spending 2.5 years in London where she worked as Marketing Campaigns Manager for another not-for-profit organisation and Europe's largest car leasing firm – Motability. Before that she was with Ford Australia for five years.

She filled the vacancy following Vibeke Stisen's departure at Christmas, after more than four years.

Vibeke joined the campaign in August 2006 from the nursery and landscape industry and played a pivotal role in taking the marketing and overall profile of the AMAG logo, and therefore the products carrying it, to a new level. AMAG wishes her well in her new career with AIM Vic & Tas.

Stephanie can be contacted at [Stephanie.Salter@australianmade.com.au](mailto:Stephanie.Salter@australianmade.com.au)

## AGM Report

The 12th AGM for Australian Made Campaign Limited was held in Canberra on November 24, 2010.

Peter Anderson and Charles Burke were re-elected as Directors, joining David Gray AM (Chairman), Glenn Cooper AM (Deputy Chairman), Neil Summerson FCA (Treasurer), Allyn Beard, Robert Gerard AO and Robert Hutchinson on the AMCL Board for 2010/11.

The report presented by the Chairman at the AGM can be read at [www.australianmade.com.au](http://www.australianmade.com.au)



AMCL Board of Directors (front L-R) Glenn Cooper AM, David Gray AM, Neil Summerson FCA and (back L-R) Ian Harrison, Robert Gerard AO, Robert Hutchinson and Peter Anderson (absent Allyn Beard).