

# Australian Made | Australian Grown Newsletter

## NEW WEBSITE MAXIMISES LOGO REACH

THE Australian Made, Australian Grown Campaign has unveiled its new website, boasting a range of extra features to further promote Australian products and businesses.

Businesses can now maximise their use of the AMAG logo as a key marketing tool by simply updating their details on the site's free search directory.

"The new-look website allows licensees to capitalise further on the recognition and trust most shoppers place on the famous green and gold logo by communicating with the thousands of visitors to the site each month," Marketing and Communications Manager Vibeke Stisen says.

"All licensees can now add important information such as where shoppers can buy their products. This will enable shoppers to find locally made and produced goods more easily and add extra value to logo users, so I encourage all licensees to get online and update their details," Ms Stisen says.

The site features a dedicated area for businesses where they can apply to become a registered logo user, calculate their annual licence fee, renew their licence and order AMAG merchandise.

Consumers can join a free Australian Made Club where they can enter exclusive competitions and can be the first to find out about new products and where to find them.

Visitors can access the AMAG Resource Centre where they can read the latest research findings and download images. The centre also features school kits with a number of activities to keep primary and secondary students busy.

"The AMAG logo has attracted great exposure over its 24 years of helping promote Australian products and businesses. By launching this new website AMAG is strengthening the online presence of both the logo and the businesses using it; and of course its reach is global," Ms Stisen says.

"Sporting a modern look, combined with easy navigation and a plethora of valuable information, this new website is a must visit online destination for everyone."



## AMAG GOES GREEN

DO YOU notice anything different about this newsletter?

AMAG is now taking an environmentally friendly approach to its publishing activities by printing on 100 per cent recycled paper.

The stock, Revive Laser, is produced by AMAG licensee Australian Paper at its Shoalhaven Mill in NSW and printed by accredited Sustainable Green Printer, Eastern Press, in Victoria.

"By using this recycled paper, AMAG is demonstrating its commitment to reducing our impact on the environment, while continuing to support Australia's pulp and paper industry," AMAG Marketing and Communications Manager Vibeke Stisen says.

AMAG is in the process of re-designing all of its publications to reflect its new-look website and plans to print all of its documents including its Code of Practice and brochures on recycled paper in the future.

# AUSTRALIAN MADE PRODUCTS A HIT IN ASIA

**T**HE best of what Australia has to offer was on show at the recent Food and Hotel Asia (FHA) trade show held in Singapore, 20-23 April 2010.

It's the first time the Australian Made, Australian Grown (AMAG) Campaign has had an official presence at FHA through sponsorship of its licensees in the Australian pavilion.

It was pleasing to see how much interest was shown in the Australian made products, AMAG Export Manager Ranjit K. Singh says.

"Australian companies are renowned for producing some of the most innovative and high quality food products in the world and it was great for us to showcase these products to Asia," Ms Singh says.

The FHA show gave Australian producers the opportunity to speak directly to distributors, suppliers and others in the food service industry to help grow their brand and reach into the Asian market.

In 2007-08, Australian food exports to the Association of South East Asian Nations (ASEAN) member countries were worth more than \$4.3 billion, nearly five times that of exports to China, at \$928 million. The ASEAN-Australia-New Zealand Free Trade Agreement has further enhanced opportunities through tariff reductions for some products.

## AMM STARTS SELLING

*LOGO users can still take advantage of an exclusive opportunity to advertise on the new AMAG website.*

*Up to 40,000 visitors access AMAG's site each month and these figures are expected to grow.*

*And now, for the first time, advertising will be featured on it. Australian Made Media (AMM), a media platform launched in March this year, is managing the banner advertisements.*

*"Online advertising is a cost effective way for a business to get their message out to shoppers and consumers. Our website provides rich, relevant information of what is Australian made and where to find it, bringing consumers to our licensees," AMM National Sales Director Sandra Crestani says.*

*There are currently two packages on offer which include skyscraper and landscape banner ads, featured product listings and competition or give away options.*

*To find out more about these discounted offers, contact AMM National Sales Director Sandra Crestani on 1800 350 520 or email [Sandra@australianmademedia.com.au](mailto:Sandra@australianmademedia.com.au)*



"Natural Australian produce certainly has a good reputation in Asia. A product can only be as good as your environment – the clean, natural and organic perception of Australian products is very popular in Asia," Ms Singh says.

FHA 2010 was for trade only. The show attracted over 50,000 visitors including 2,545 exhibitors from 63 countries and regions across the globe. This was the 17th edition of the biennial show which started in 1978 and has become a one-stop sourcing platform for Asia's growing food and hospitality industries.

AMAG licensees that showcased their wares at FHA 2010 included: pouched baby food producer Bon Appetit; organic dried fruit and health bars from Buyers Choice; gourmet chocolates by Chocolate Grove; seafood from Clarence River Fishermen's Co-op; extra virgin olive oil by Cobram Estate; exotic condiments and flavourings from Passage Foods; processed liquid egg products by Golden Egg Farms; food presentation product by Rice Cube and raw honey from the Tasmanian Honey Company.

### Four reasons to advertise online

- Enables you to find customers rather than customers having to find you
- Increases exposure which leads to increased consumer awareness
- Targets interested shoppers who want to buy Australian products
- Assists you in keeping current and potential consumers up to date

# NEW CONSUMER LAW TO DEFINE 'AUSTRALIAN GROWN'

**A** MAG has called for the introduction of an administrative mechanism to provide greater surety for businesses seeking to make a particular country of origin claim for their products.

As part of its submission to the Senate Inquiry into a new consumer law, AMAG has also recommended the definition of the term 'substantial transformation' to be made clearer.

The first part of the Australian Consumer Law (ACL) has passed both houses of Federal Parliament and part two is currently under consideration by the Senate Economics Committee.

The ACL is a single, national law concerning consumer protection and fair trading, which will apply in the same way nationally and in each state and territory.

The Bill currently before the parliament incorporates the sections of the Trade Practices Act relating to country of origin representations. The 'safe harbour' defences for claims that a product is 'Australian Made' or 'Product of Australia' are unchanged, but the Bill introduces new criteria for claims that a product or its ingredients are 'Australian Grown':

"For an unqualified claim that a product is 'Australian Grown' the criteria are straight forward – all significant ingredients must be grown here and all processes must have taken place in Australia. This is equivalent to the criteria in the AMAG Code of Practice," AMAG Administration and Compliance Manager Lisa Crowe says.

"Where a claim is made about the origin of ingredients of the product – for example, 'our pasta is made from Australian grown wheat' – the criteria are similar to those in the AMAG Code except that the minimum requirement for overall Australian grown content (measured by weight) in the product is set at 50 per cent in the Bill, as compared to AMAG's 90 per cent," Ms Crowe says.

The committee is due to report on May 21.

AMAG has also made a submission to the Independent Review of Food Labelling Law and Policy on the topic of country of origin labelling of food.

The panel, headed by former Australian Health Minister, Dr Neal Blewett AC, is due to submit its final report to the Australia and New Zealand Food Regulation Ministerial Council in December 2010 and to the Council of Australian Governments (COAG) in early 2011.

Copies of the submissions are available from the office – call 1800 350 520.

For more information go to [www.aph.gov.au](http://www.aph.gov.au) or [www.foodlabellingreview.gov.au](http://www.foodlabellingreview.gov.au)

## WHAT THE LOGO DESCRIPTORS MEAN



### Australian Made

The goods must be substantially transformed in Australia; 50% or more of the cost of production or manufacture of the goods must be carried out in Australia; the goods must be registered with the Australian Made, Australian Grown Campaign



### Australian Grown

Each significant ingredient or significant component of the good must be grown in Australia and not exported and re-imported; all, or virtually all, processes involved in the production or manufacture of the goods must have happened in Australia; the goods must be registered with the Australian Made, Australian Grown Campaign



## ONLINE AD CAMPAIGN DRIVES TRAFFIC TO SITE

**A MAJOR** online advertising blitz to back AMAG's website launch has kicked off.

More than 2 million impressions across key online media such as Fairfax and News Limited will encourage shoppers and businesses to visit the new site and learn more about the logo and the thousands of products carrying it.

AMAG will use its profiles on social networking sites Facebook and Twitter to promote the new site while public relations firm and Campaign Partner Crocmedia will assist by helping secure coverage in consumer and trade media.





## STAFF NEWS

**A** MAG is pleased to welcome Helen Jacobs on board as PR and Communications Executive.

Helen joins the team following a three-year stint as a journalist, working both in Melbourne and the UK.

She will work closely with Marketing and Communications Manager Vibeke Stisen to further strengthen AMAG's capacity to "get the message out into the market place". She will also work closely with AMAG's Campaign Supporters to build greater value into these important relationships.

"The interest in the Australian Made, Australian Grown logo and buying locally made in general is very strong. Helen's appointment will allow AMAG to further raise our profile and push our message in the media. We're thrilled to have her on board," Ms Stisen says.

Helen can be contacted on (03) 9686 1500 or [Helen.Jacobs@australianmade.com.au](mailto:Helen.Jacobs@australianmade.com.au)

AMAG has also welcomed Sally Foley to the team in the area of licensee and administration support.

Sally has recently moved to Melbourne from Bendigo, in Victoria's North West, where she gained a wealth of experience in admin support.

On a sadder note, AMAG has bid farewell to valued staff member Rose Carlin.

Rose joined the team in June 2008 as a trainee while completing a Certificate IV in Business Administration. She later became Executive Assistant, providing excellent support to new and existing licensees and AMAG staff.



## FURNITEX NEARS

**A** MAG is throwing its support behind furniture and bedding manufacturers once again in the lead up to Furnitex.

AMAG is sponsoring the Guide to Australian Made Furniture and Bedding 2010, published by Elite Publishing and distributed before and at the premier furniture and furnishings trade fair.

"Elite Publishing has been a leader in the media industry in supporting Australian manufacturers of furniture and bedding products. AMAG greatly values its relationship with Elite Publishing and the tremendous support the company has provided in promoting the logo and the great products which carry it," AMAG Chief Executive Ian Harrison says.

"This is the fourth year Elite Publishing will produce the Guide to Australian Made Furniture and Bedding. It is a valuable document for the furniture and bedding industry and businesses, consumers and retailers will find it a very useful reference."

More than 500 exhibitors are expected at this year's Furnitex which will feature a dedicated Australian Made precinct.

The event will be held from July 15-18 at the Melbourne Exhibition Centre. For more information please visit [www.furnitex.com.au](http://www.furnitex.com.au).

All AMAG furniture and bedding licensees will be listed in the Furniture Guide. Licensees looking for editorial and advertising opportunities should contact Elite Publishing directly on (03) 9844 1728.

## A POWERFUL MARKETING TOOL

*The Australian Made, Australian Grown 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 promote their "australian-ness" on products sold here and around the world.*

*The Campaign promoting the logo is not-for-profit and is a collective effort to promote Australian products and produce.*

*An application form can be downloaded from our website at [www.australianmade.com.au/join](http://www.australianmade.com.au/join) or can be faxed or emailed to you by calling the Australian Made, Australian Grown Campaign office on 1800 350 520.*



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