

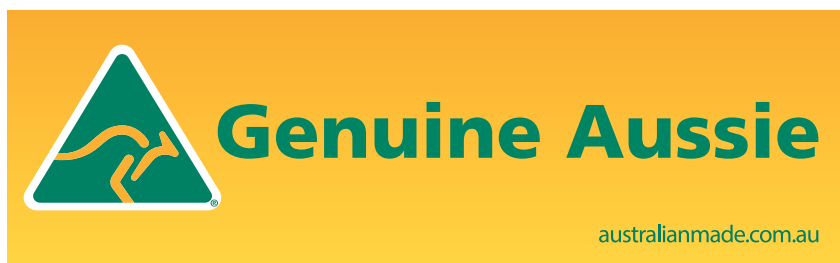
The Australian Made Campaign Newsletter

Campaign to help consumers spot genuine Aussie products

A national campaign is running throughout winter to encourage consumers to use the Australian Made, Australian Grown logo to identify genuine Aussie products and produce when shopping.

The iconic kangaroo logo with the 'Genuine Aussie' tagline is being featured prominently on billboards, shopping centre displays, print, radio and online advertisements all over Australia this season, to encourage consumers to turn to the logo to verify locally made and grown goods when shopping.

Roy Morgan Research shows consumers care about where their products are made and grown, but can struggle to spot them. The 'genuine Aussie' initiative by the not-for-profit Australian Made



Campaign aims to help change that.

The symbol is Australia's only registered country-of-origin certification trade mark for the full range of locally made and grown goods.

"The logo is a solution for shoppers who want to quickly and easily identify genuine Aussie products and produce, and be assured that those goods meet certain standards," Australian Made Campaign Chief Executive, Ian Harrison, said.

"We hope this campaign will help prompt consumers to look for the logo at point-of-sale."

"Consumers who care about where their products have been made and grown should look for the green-and-gold kangaroo logo to be sure they're genuine Aussie."

Australian Made is also encouraging consumers to connect with the logo via the organisation's social media platforms and the hashtag #genuineAussie.

National Food Labelling and Regulations Standards Conference

JULY 28TH & 29TH 2015

Australian Made Campaign Chief Executive, Ian Harrison, will be speaking at the National Food Labelling and Regulations

Standards Conference in Sydney on July 28th and 29th 2015. Visit www.informa.com.au to find out more.

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The community has its say on food labelling

A variation of the iconic green-and-gold kangaroo logo is one of six graphics the community has been asked to choose from in a survey as part of the Government's research into its proposal for a new mandatory country-of-origin symbol for all Australian food products.

The Australian Made Campaign strongly supports action on food labelling and welcomed the opportunity for the community to have its say on the best system moving forward.

"We have been lobbying for clarity

and consistency in food labelling for years now, and worked with the Government on the current proposal," Australian Made Campaign Chief Executive, Ian Harrison, said.

There are three decades of understanding behind the Australian Made, Australian Grown logo, which is recognised by 98% of Australians, and trusted by 88% to identify genuine Aussie products and produce. The rules for using the logo on food products are currently more stringent than the rules for making country-of-origin claims under Australian Consumer Law. The Australian Made



Campaign has been lobbying for that gap to be closed, and for an education program to be rolled out to help increase understanding of country-of-origin claims and the value proposition of buying Australian made and Australian grown products.

It is believed the Ministers for Agriculture and Industry will submit recommendations to Cabinet in August.

Australian Made teams up with RANGEme to get genuine Aussie products on shelves

The Australian Made Campaign has teamed with RANGEme to help give Aussie growers and manufacturers a competitive edge when pitching their products and produce to retail buyers.

RANGEme is a revolutionary online platform used by retail buyers within the grocery, pharmacy, convenience and health food channels to source new products for their stores. Suppliers using the site to pitch their products to leading retailers can now highlight their Australian Made certification by incorporating the Australian Made, Australian Grown logo on their product profiles.

"Many retailers now have procurement policies that require a significant percentage of products sourced to be locally made or grown, so the ability to quickly and easily communicate that products have been produced locally will give Aussie businesses a great advantage," Australian Made Campaign Chief Executive, Ian Harrison said.



"The standards products must meet in order to be eligible to use the country-of-origin certification trade mark are more stringent than the rules for making a country-of-origin claim in writing, so this initiative will help set Aussie growers and manufacturers apart from the rest."

"Both organisations are committed to the success of Australian suppliers in the retail landscape. We are delighted to be working with Australian Made

to showcase Australian produced products to leading buyers." Added Carly Shamgar, RANGEme, Sales & Marketing Director.

For more information about the Australian Made, Australian Grown logo, visit www.australianmade.com.au or call **1800 350 520**. To pitch your product to potential buyers via RANGEme, visit www.rangeme.com.au or call **02 9199 8530**.

Export Growth China initiative offers genuine Aussie products a new channel to market

Australian growers and manufacturers seeking to expand their business in China now have a new channel to market via the New South Wales Business Chamber's (NSWBC) Export Growth China initiative.

The NSWBC is one of the Australian Made Campaign's Foundation Members, and the Australian Made, Australian Grown logo is being used

to promote the initiative.

The logo is readily recognised in China, where it is used extensively on genuine Australian products and produce and there is strong demand for Australian goods. It has been central to the branding used in dozens of export market development activities over the years, including trade missions, trade shows, and most recently, the launch of Australian Made branded stores in China.

The Export Growth China initiative will involve showcasing samples to wholesale buyers in the Shanghai international zone, and will offer end-to-end assistance for businesses - from identification of an opportunity to the ultimate export sale.

Although it is led by the NSWBC, any member of a Chamber of Commerce throughout Australia is able to participate.

"The Australian Made Campaign is proud to support Aussie growers and manufacturers through the Export Growth China program," Australian Made Campaign Chief Executive, Ian Harrison, said.

The program is supported by Austrade under the Australian Government's Asian Business Engagement Plan.

For more information visit www.exportgrowth.com.au or call **1800 505 529**.



Australian Made helping to connect business to business

The Australian Made Campaign has launched the 'Australian Made Business-to-Business (B2B) Portal', an interactive resource hub for Australian businesses.

The portal can be used to search for certified Australian Made products with a B2B application and access exclusive business opportunities available only to Australian manufacturers and growers.

The centrepiece of the Australian Made B2B Portal is an online connection point for buyers and suppliers of Australian products. Powered by Industry Capability Network (ICN) Gateway, it will enable suppliers to search for project opportunities and register their company's interest in just a few easy steps. It also offers a sophisticated supplier search functionality for procurement professionals and project managers.

"The Australian Made B2B Portal will link manufacturers with major

projects opportunities while also providing access to a range of useful initiatives to help sell their genuine Aussie products," said Australian Made Campaign Chief Executive, Ian Harrison.

"We know Australian growers and manufacturers are ready and willing to work hard to expand their network of customers, and this portal takes the guesswork out of how to go about doing that."

Eligible businesses can also register

interest in tendering for projects, and be considered for inclusion in Australian Made branded stores throughout Australian airports and in export markets around the world. A range of advertising and promotional discounts are also available.

The Australian Made Campaign is working with ICN as part of the Federal Government's Buy Australian at Home and Abroad initiative.

"We encourage all buyers and suppliers to visit the portal to find out more about how it can benefit them." Mr Harrison said.

The **Australian Made Business-to-Business Portal** can be found at www.australianmade.com.au.

Access thousands of online shoppers via www.australianmade.com.au

The Australian Made website attracts more than 90,000 visitors and generates over 3000 leads for licensees each month. All licensees have access to a free company profile and product listings, but they must be populated with information in order to be readily searchable. Free help is available, so there is no better time to boost your presence online. Contact us on **1800 350 520** or info@australianmade.com.au if you require assistance.

Australian Made logo front and centre in a major dairy product launch in China

The Australian Made logo was the centrepiece of a major dairy product launch in Guangzhou, China in June.

EEC International Pty Ltd launched its Oz Kids GOLD infant formula range, an Australian product which prominently carries the Australian Made logo.

Chinese consumers look for Australian food products that carry the logo so that they can buy with confidence, knowing that they are safe, clean, healthy and meet Australia's high standards for growing, handling and processing local Aussie produce.

The Australian Made, Australian Grown (AMAG) logo has been steadily rising to prominence in the Asian region over the past three decades. It



Australian Made Campaign Chief Executive and Senior Australian and Victorian Government representatives participate in the traditional Chinese launch of Oz Kids GOLD in Guangzhou, China

is a registered certification trade mark in China, Singapore, South Korea (and the USA), with more Asian countries to follow in line with growing exports to the region.

As reported in our February newsletter, a chain of Australian Made branded stores is also currently being rolled

out in China, following the earlier establishment of a similar chain of stores in South Korea. All products sold in these stores carry the AMAG logo.

To find out more about activities incorporating the logo in export markets, email info@australianmade.com.au or call **1800 350 520**.

ABC launches AustraliaPlus.cn

In April 2015 the Australian Broadcasting Corporation (ABC) became the first Western media outlet to be given approval to register and run a Chinese web portal within China, AustraliaPlus.cn.

AustraliaPlus.cn. offers mainland Chinese a new gateway to Australia, centred around business, finance, travel, education and culture.

The new portal will join ABC International's Australia Plus network,

which already reaches more than 190 million people through its 24 hour television channel and through its digital, social and mobile platforms.

The Australian Made logo is being used to promote the platform.

Sponsorship opportunities are available, so if you are interested in advertising, contact **John Woodward** at ABC International on woodward.john@abc.net.au, **02 8333 2084** or **0418 971 302**.



Entries open for the Australian Export Awards

Entries are now open for the 53rd Annual National Australian Export Awards, co-presented by Austrade and the Australian Chamber of Commerce and Industry.

The Australian Export Awards is a national program which honours the hard work, commitment and innovative spirit of Australian businesses as they deliver world-class

business capabilities, products and services to the world.

This is the 16th consecutive year that Australian Made has proudly sponsored the Manufacturing category of the Australian Export Awards; and all associated with the Australian Made logo are very proud of that.

Apply now via state and territory export awards programs at www.exportawards.com.au.

New Campaign Supporters

Cardinia



Cardinia Shire Council and Lockyer Valley Regional Council have joined the Australian Made Campaign to help support local growers and manufacturers. We are delighted to have them onboard. Campaign Supporters promote and advocate for local growers and manufacturers by integrating the logo and the ethos that it represents into business and community initiatives.

Contact us on **1800 350 520** or email info@australianmade.com.au