



The Australian Made Campaign

OCTOBER 2015

CASE STUDY

Australian Made branding boosts business for Stockbrands

The Stockbrands family business is well-known in the Australian agriculture sector – farmers have been tagging cattle and sheep for more than half a century with their Australian Made eartags and ID markers.



While its 4N brand of Australian Made fittings for the water and gas industries was only introduced to the market a few short decades ago, they have been equally successful. The majority of new homes built around the country now come fitted with 4N products.

Stockbrands General Manager, Ron Duyvestein, says business continues to be buoyant in WA, with steady growth in the East. He credits the company’s success to the fact that much of its range is Australian Made, and the company has a strong focus on fast and friendly customer service.

“We use quality local materials and manufacture everything onsite,” Mr Duyvestein said.

“We’ve built great relationships with our suppliers over the years, and most importantly, we have an excellent quality management system in place, so our customers trust that they will always receive top-notch products.”

“We have always been proudly Australian-made and owned but since joining the Australian Made Campaign and promoting the Australian Made logo on all of our products and marketing materials, business has grown considerably,” Mr Duyvestein said.

“The feedback we hear from our customers is that they prefer Australian Made products whenever possible – just like we do – and the logo clearly conveys the fact that our products are made here.”

“Many of our competitors source their products overseas, and that has a significant impact on delivery times,” he added

“While other businesses might have to wait weeks for spare parts, our turnover time is practically immediate.”



The Australian Made Campaign

“Australian manufacturing standards are incredibly high, which puts pressure on the business when we’re competing against much cheaper imports, but we’re happy to comply because we’re passionate about great quality products,” Mr Duyvestein said.

This philosophy is so ingrained, it has become somewhat of a slogan at Stockbrands. Mr Duyvestein says the saying goes, “why buy from overseas when you can import from Australia?”.

“It means a lot to us to be able to support the local industry through procurement and employment too. We are a small family business and we haven’t lost sight of the fact that sourcing locally and manufacturing in Australia keeps people in jobs and means reinvestment in the local economy and community.”

What’s next for Stockbrands? More diversification.



“We have the capability to design and develop practically any plastic or metal product end-to-end onsite, from research and development right through manufacturing, assembly and delivery,” Mr Duyvestein said.

To find out more about Stockbrands, visit www.stockbrands.com.au.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo’s use also require that it must always be used with one of five descriptors; ‘Australian Made’, ‘Australian Grown’, ‘Product of Australia’, ‘Australian Seafood’ or ‘Australian’ (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2300 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world. Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au