



Australian Made Partnerships

Align your brand with one of the most powerful logos in Australia



Australian Made Partners

The Australian Made, Australian Grown logo enjoys strong support from leading Australian retailers, corporate organisations, local governments and industry associations.

Australian Made partners are all significant organisations that support the goals and ethos of the Australian Made Campaign and leverage the effectiveness of the Australian Made, Australian Grown logo.

The Australian Made Campaign has established a corporate relationships framework to enable non-licensees to make a statement about their support for the Australian Made, Australian Grown logo and the campaign behind it.

What the research says:



73%

of Australians have a positive opinion of businesses that partner with the Australian Made logo



73%

of Australians are likely to engage with businesses that partner with the Australian Made logo



75%

of Australians are likely to purchase from retailers that partner with the Australian Made logo

Roy Morgan 2020



Campaign Partners

Australian Made Campaign Partners are businesses in the services sector that wish to make a corporate statement about their support of Australian makers and growers.

These businesses have demonstrable links to Australia's manufacturing and/or agricultural sectors along with a proven track record of providing support services to Australia's manufacturers, growers and content producers.

Australian Made Campaign Partner benefits:

- Use of the Australian Made logo with "Campaign Partner" descriptor on corporate material;
- Use of the Australian Made logo with any of the approved descriptors on a case-by-case basis as approved by AMCL;
- A dedicated press release announcing the new relationship;
- Promotion on the Australian Made website, with links to their own website;
- Promotion in Australian Made newsletters, publications, social media and at events;
- A certificate of accreditation;
- Opportunity to engage in joint partnership promotions with Australian Made.

Australian Made Campaign Partner eligibility:

- Provide support services to local manufacturers, growers and content producers, and actively support the work of Australian Made;
- Demonstrate commitment to the goals and ethos of the Australian Made Campaign (that is, to promote manufacturing, trade, commerce and industrial resources in Australia through the use of the Australian Made logo);
- Actively promote the Australian Made logo and, where appropriate, recommend to its clients that they become licensees of Australian Made; and
- Have in place a governance structure that ensures consistent compliance with the above requirements.
- Campaign Partners need to be approved by AMCL's Chief Executive and then recommended to the Board for final approval at the next Board meeting.

Fee: \$25,000 per annum (exc GST)



Retail Partners

Australian Made Retail Partners are retail businesses that have made a commitment to providing their customers with a wide range of genuine Australian products, and in doing so, supporting Australian manufacturers, growers and processors with a valuable channel to market.

These retailers leverage the power of the Australian Made, Australian Grown logo to illustrate this commitment to Australian industry and drive Aussie shoppers into their bricks-and-mortar stores and online ecommerce platforms.

Australian Made Retail Partner benefits:

- Use of the Australian Made logo with “Retail Partner” descriptor;
- Use of the Australian Made logo with any of the approved descriptors in accordance with AMCL’s ‘Guidelines for Partners’ guidelines or in a context approved by AMCL;
- A dedicated press release announcing the new relationship;
- Promotion on the Australian Made website, with links to their own website;
- Promotion in Australian Made newsletters, publications, social media and at events;
- A certificate of accreditation;
- Opportunity to engage in joint partnership promotions with Australian Made.

Australian Made Retail Partner eligibility:

- Offer for sale a significant proportion of Australian products;
- Demonstrate commitment to the goals and ethos of the Australian Made Campaign (that is, to promote manufacturing, trade, commerce and industrial resources in Australia through the use of the Australian Made logo);
- Provide support services to local manufacturers, growers and processors and actively support the work of Australian Made;
- Activity promote the Australian Made logo and, where appropriate, recommend to its suppliers that they become licensees of Australian Made;
- Have in place a governance structure that ensures consistent compliance with the above requirements;
- Retail Partners need to be approved by AMCL’s Chief Executive and then recommended to the Board for final approval at the next Board meeting.

Fee: \$25,000 (exc GST) per annum

Smaller retailers (with an annual turnover of less than \$5 million) can become Retail Supporters.



Media Partners

Australian Made Media Partners are businesses that support Australia's manufacturers, growers and content producers through the provision of media services, platforms and inventory. These businesses have a proven track record of owning, supplying or procuring media of all kinds in partnership with makers and growers of Australian products.

These media businesses leverage the power of the Australian Made logo to illustrate their commitment to helping Australia's producers promote their genuine Australian products and reach new audiences.

Australian Made Media Partner benefits:

- Use of the Australian Made logo with "Media Partner" descriptor on corporate material;
- Use of the Australian Made logo with any of the approved descriptors on a case-by-case basis as approved by AMCL;
- A dedicated press release announcing the new relationship;
- Promotion on the Australian Made website, with links to their own website;
- Promotion in Australian Made newsletters, publications, social media and at events;
- A certificate of accreditation;
- Opportunity to engage in joint partnership promotions with Australian Made.

Australian Made Media Partner eligibility:

- The company must supply media services, or provide access to media platforms and inventory to local makers and growers, and actively support the work of Australian Made;
- Demonstrate commitment to the goals and ethos of the Australian Made Campaign (that is, to promote manufacturing, trade, commerce and industrial resources in Australia through the use of the Australian Made logo);
- Provide Australian Made licensees with access to preferential rates, special offers or tailored packages;
- Actively promote the Australian Made logo and, where appropriate, recommend to its suppliers that they become licensees of Australian Made; and
- Have in place a governance structure that ensures consistent compliance with the above requirements.
- Media Partners need to be approved by AMCL's Chief Executive and then recommended to the Board for final approval at the next Board meeting.

Fee: \$25,000 (exc GST) per annum



Event Partners

Australian Made Event Partners are organisations that operate or manage events or activations (B2B or B2C) that champion Australian makers, growers and content producers, along with products they produce.

Event Partners leverage the power of the Australian Made logo to brand event initiatives and illustrate their commitment to helping Australia's makers promote their genuine Australian products, establish new channels to market and reach new audiences.

Australian Made Event Partner benefits:

- Use of the Australian Made logo with "Event Partner" descriptor on corporate material;
- Use of the Australian Made logo with any of the approved descriptors on a case-by-case basis as approved by AMCL;
- A dedicated press release announcing the new relationship;
- Promotion on the Australian Made website, with links to their own website;
- Promotion in Australian Made newsletters, publications, social media and at events;
- A certificate of accreditation;
- Opportunity to engage in joint partnership promotions with Australian Made.

Australian Made Event Partner eligibility:

- The organisation must operate or manage an event or activation that champions Australian products and those that produce them.
- Demonstrate commitment to the goals and ethos of the Australian Made Campaign (that is, to promote manufacturing, trade, commerce and industrial resources in Australia through the use of the Australian Made logo);
- Provide support services to local manufacturers, growers and processors and actively support the work of Australian Made;
- Activity promote the Australian Made logo and, where appropriate, recommend to its suppliers that they become licensees of Australian Made; and
- Have in place a governance structure that ensures consistent compliance with the above requirements.
- Event Partners need to be approved by AMCL's Chief Executive.

Fee: \$5,000 per annum (exc GST)



Industry Partners

Australian Made Industry Partners are membership-based organisations, such as industry associations and grower/producer groups that have demonstrable links with businesses that make or grow products in Australia.

Industry Partners leverage the power of the Australian Made logo to aid in their advocacy and illustrate their commitment to their members and Australia's makers, growers and content producers.

Australian Made Industry Partner benefits:

- Use of the Australian Made logo with "Industry Partner" descriptor on corporate material
- Use of the Australian Made logo with any of the approved descriptors on a case-by-case basis as approved by AMCL;
- A dedicated press release announcing the new relationship;
- Promotion on the Australian Made website, with links to their own website;
- Promotion in Australian Made newsletters and social media;
- Participation in media and marketing opportunities as they arise;
- Access to Australian made merchandise for events;
- A certificate of accreditation.

Australian Made Industry Partner eligibility:

To become an Industry Partner, the association must:

- Be a member-based (growers or manufacturers) association or group that has demonstrable links with businesses that make or grow products in Australia;
- Demonstrate commitment to the goals and ethos of the Australian Made Campaign (that is, to promote manufacturing, trade, commerce and industrial resources in Australia through the use of the Australian Made, Australian Grown logo);
- Actively promote the AMAG logo and recommend to its members that they use the logo (under terms to be agreed by the two organisations);
- Have in place a governance structure that ensures consistent compliance with the above requirements;
- Be an association that the Australian Made Campaign wishes to engage with as a means of reaching and engaging with their members;
- Industry Partners need to be approved by AMCL's Chief Executive.

Fee: \$1,000 per annum (exc GST)

Note: The Industry Partner relationship does not provide access to the logo for the individual members of their organisation. As a certification trade mark, the AMAG logo can only be used on products registered with AMCL. Manufacturers or grower/producer members of the Association need to become Licensees in their own right if they wish to use the Australian Grown logo on their products.



Campaign Supporters

Australian Made Campaign Supporters are government bodies, such as local councils and shires, that have made a commitment to support the activities of Australian manufacturers and growers in their municipalities.

Campaign Supporters leverage the power of the Australian Made logo to reinforce their support for local industry, enhance their economic development policy positions and aid in their communications to local residents, businesses and other stakeholders.

Australian Made Campaign Supporter benefits:

- Use of the Australian Made logo in conjunction with the 'Campaign Supporter' descriptor to support corporate identity and economic development initiatives;
- Permission to localise the Australian Made logo with the 'in State/Council/Shire' descriptor for use on internal and external communications;
- A certificate of accreditation;
- An Australian Made Campaign Supporter banner (free of charge).
- A dedicated press release announcing the new relationship;
- Participation in Australian Made media and marketing opportunities as they arise;
- Access to Australian Made representatives for events, media and other initiatives;
- Promotion on the Australian Made website, with links to their own website;
- Promotion in Australian Made newsletters and social media (ongoing);
- Representation at relevant Australian Made events and functions, including on banners, signage and promotional material.

Australian Made Campaign Supporter eligibility:

To become a Campaign Supporter, the organisation must:

- Be a City or Shire;
- Demonstrate commitment to the goals and ethos of Australian Made (that is, to promote manufacturing, trade, commerce and industrial resources in Australia through the use of the logo);
- Be willing to work with Australian Made to encourage local businesses to become licensees;
- Campaign Supporters need to be approved by AMCL's Chief Executive.

Fee: Shires: \$1,000 Cities: \$2,000 (both exc GST, per annum)