

# The Australian Made Campaign Newsletter

## Traction on media campaign driving consumers to the Australian Made website

The Australian Made Campaign launched a major national media campaign reinforcing the message about buying Australian Made and Australian Grown in June, with advertising across all major TV networks, radio outlets, metro newspapers, digital networks and outdoor billboards across the country.

The message to consumers, business and government is that *'It's time to buy Australian'*.

Early indications are that the campaign has had a significant impact:

- Comprehensive media coverage across all platforms encouraging consumers to visit the Australian Made website
- Increased website visitation resulting in greater interaction with licensee business and product pages (just short of 50,000



unique visitors as at 30 June)

- More Australian Made Club members signed up, creating greater opportunities for licensees to reach consumers via the Australian Made Club newsletter (approximately 7,500 members as at 30 June).

Have you seen the campaign? Have you received any feedback about the campaign from your customers?



Have you leveraged the campaign or are you currently using the heightened awareness of the Australian Made, Australian Grown logo to your advantage? If so, we'd love to hear from you. Phone **1800 350 520** or email **info@australianmade.com.au**.

## Australian Made Campaign welcomes action from ACCC on dishonest ugg boot seller

The Australian Made Campaign (AMCL) has welcomed action taken by the ACCC against online ugg boot seller Happiness Road, trading as Koala Jack.

In October 2012, the Koala Jack website prominently displayed the green and gold Australian Made logo and other statements that the boots were made in Australia.

Following an ACCC investigation Happiness Road admitted that its ugg boots were all made in China. The investigation also revealed that Happiness Road was not authorised to use the Australian Made logo. The company provided a number of court enforceable undertakings to the

ACCC regarding its practices.

Australian Made Chief Executive, Ian Harrison, said it was pleasing that the ACCC recognised the value of the logo and the importance of cracking down on such misleading country of origin claims. However he warned consumers, particularly tourists, to be particularly vigilant when buying ugg boots and other sheepskin products.

"Many companies and retailers in this industry are marketing their products with a veneer of 'Australian-ness' which can be misleading. Iconic Australian names and imagery, coupled with claims such as 'Australian sheepskin', 'Australian owned', 'classic Australian' and so on, give the impression the product is made here when in fact it may be

fully imported," Mr Harrison said. He added that another common practice is the removal of 'Made in China' tags from imported products. "Consumers who are looking to buy a genuine Aussie product should search the Australian Made website, **www.australianmade.com.au**, to find companies which are authorised to use the Australian Made logo," Mr Harrison said.

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## Australian Made Campaign representative appointed to CCIQ

**The Australian Made Campaign is now in Queensland, to provide the Queensland business community with access to a local resource for information about the Australian Made, Australian Grown (AMAG) logo.**

An Australian Made Campaign representative, Matt Roberts, has been appointed to the Chamber of Commerce and Industry Queensland (CCIQ). Matt Roberts is working with CCIQ to help educate manufacturers and growers of genuine Australian products about the benefits of leveraging country-of-origin as a marketing tool.

"The Australian Made Campaign is proud to be working with CCIQ to make

the Australian Made, Australian Grown logo more accessible to Queensland businesses," Australian Made Chief Executive, Ian Harrison, said.

CCIQ CEO Stephen Tait said, "As a foundation member of the Australian Made Campaign we are delighted to be supporting the initiative in Queensland. The Australian Made Campaign helps drive recognition and awareness of the fantastic products made, grown and produced across Queensland."

Used by more than 1800 companies on more than 10,000 products sold here and around the world, research shows it is the AMAG logo that gives the vast majority (88%) of Australian consumers strong confidence that a product is Australian. With recognition



*Australian Made representative  
Matt Roberts*

of the AMAG logo at an all-time high of 98% it is by far the country-of-origin identifier Australian consumers know and trust best.\*

**To find out more about the AMAG logo, call 1300 731 988, or email [matt.roberts@australianmade.com.au](mailto:matt.roberts@australianmade.com.au).**

## AIMEX and Superyacht Australia join the Australian Made Campaign

**The Australian International Marine Export Group (AIMEX) and the Australian Made Campaign are joining forces to promote the marine export and superyacht industries.**

The iconic green-and-gold Australian Made logo will soon be used to help brand AIMEX promotions around the world.

"Our focus is promoting Australian exporters globally and promoting Australia as a destination for Superyachts to cruise in our waters and have their refits and repairs undertaken. The Australian Made logo will play an important role in helping us to do that," AIMEX Group CEO, Mary Ann Edwards, said.

The Australian Made logo is Australia's only registered country-of-origin trademark for genuine Australian products. Associating with the logo provides a commercial advantage



to Australia's exporters, because it readily establishes a connection with Australia's reputation for high quality, well-manufactured products.

"We are proud to have the peak body representing the Australian marine export and superyacht industries as an Australian Made Campaign Associate, and using the logo to help create opportunities for the industries in export markets," Australian Made Campaign Chief Executive, Ian Harrison, said.

"The Australian Made logo has been used extensively in export markets around the world for over a quarter of a century, and research shows that it has proved extremely effective in

connecting with Australia – which is exactly what you want a country-of-origin symbol to do.

"Further research has also clearly established that Australian products carrying the logo in export markets are more likely to increase sales than Australian products not carrying the logo."

The AIMEX Group has been connecting Australian manufacturers of marine exports with international buyers around the world for more than 15 years. Marketing initiatives include international trade shows, media missions, the Australian Superyacht and Marine export awards, the Australian Superyacht and Marine export conference (ASMEX) and key publications. Businesses can only become members of the AIMEX Group if they manufacture in Australia.

The marine exports and superyachts industries generate significant export revenue for Australia.



# The Australian Made Campaign at Fine Food Australia

The Fine Food Australia exhibition is the best place to discover new food products and equipment, and learn about the latest trend and technology in the food industry. This year the event will be held at the Sydney Convention and Exhibition Centre from 9-12 September.

The trade-only show provides local manufacturers to connect with exhibitors and meet domestic and international buyers.

In 2013, the Fine Food Awards will include an Australian Made Award,



The Australian Made Campaign is a proud supporter of the Fine Food Australia Exhibition 2013

which will be granted to the best new Australian Made product at the exhibition. Judged by the Fine Food Australia judging panel in collaboration with the Australian Made team, the winner will receive a promotional package worth up to \$20,000\*.

To register to attend Fine Food Australia for free, visit [www.finefoodaustralia.com.au](http://www.finefoodaustralia.com.au).

*\*Only compliant products will be eligible. The winner of the Australian Made Award will receive a free license to use the Australian Made logo, paid in full for one year. Should an existing Australian Made logo licensee win this prize, the winner will be awarded a free three-month digital advertising package on the Australian Made website.*

*For more information about the Australian Made Award, contact the Australian Made team on 1800 350 520 or [info@australianmade.com.au](mailto:info@australianmade.com.au)*

## Get your products into Australian Made airport shops

Australian Made is proud to work with LS Travel Retail Pacific to showcase Australian Made products in official Australian Made airport shops across the country.

LS travel retail Pacific has been an Australian Made Campaign Partner for 6 years and operates 5 Australian Made branded shops, which can be found in Cairns, Melbourne, Perth and Sydney airports.

The shops can be found:

- Cairns – Domestic and International Terminals
- Melbourne – International Terminal
- Perth – Domestic Terminal
- Sydney – International Terminal

As an Australian Made licensee, your products could be eligible for retail in these shops.

To be eligible, you must:

- Be an Australian Made licensee

- Make products that are appropriate for travellers as gifts or souvenirs
- Be able to supply airport shops nationally.

For more information or to find out if your product qualifies, contact Harriett Moutsopoulos on 02 8024 1029, by email on [harriet.moutsopoulos@lsaspac.com](mailto:harriet.moutsopoulos@lsaspac.com) or visit [www.lsaspac.com](http://www.lsaspac.com).



# The Australian Made Campaign announces a new Director

**The Australian Made Campaign, the not-for-profit organisation that administers the iconic green-and-gold Australian Made, Australian Grown (AMAG) logo, has announced the appointment of a new Director on its board, Ms Nicki Anderson.**

Ms Anderson will perform her role alongside her daily duties as Managing Director of Demo Plus, the largest sampling, demonstration and events organisation in Australia.

The Board of Directors selected Ms Anderson based on her knowledge and understanding of the Australian manufacturing sector and extensive experience in marketing fast moving consumer goods (FMCGs).

Previous roles include Marketing Director for Kraft Foods, Marketing & Innovation Director for SPC Ardmona & McCain Foods and General Manager Beverage Marketing for Cadbury Schweppes Australia.

"We are very pleased that Nicki has agreed to join the Board at this

exciting time for the logo. We are truly fortunate to have someone of Nicki's calibre join the team," Australian Made Campaign Chairman, David Gray, said.

"Ms Anderson will provide invaluable guidance on the campaign's marketing initiatives, and her insight into the FMCG sector will also be welcomed."

"I am thrilled to be joining the Australian Made Campaign's Board of Directors," Ms Anderson said.

"Throughout my career I have worked for companies that have strongly supported Australian manufacturing. Buying Australian means that we are helping the Australian economy; supporting local jobs; investing in our community; and, importantly, helping to ensure the sustainable future of Australian industry for our kids."

**Other Directors include;**

**David Gray AM (Chairman),**

Managing Director,

David Gray & Co. Pty Ltd

**Glenn Cooper AM (Deputy**

**Chairman),** Executive Chairman,

Coopers Brewery Limited



*Ms Nicki Anderson*

**Neil Summerson FCA (Treasurer),**

Director and Former Chairman,  
Bank of Queensland

**Peter Anderson,** CEO, Australian  
Chamber of Commerce and Industry  
(ACCI)

**Allyn Beard,** Marketing Director,  
A.H. Beard Pty Ltd

**Andrew Broad,** Former President  
of the Victorian Farmers Federation

**Mr Robert Gerard AO,** Executive  
Chairman, Gerard Corporation Pty Ltd

**Robert Hutchinson,** State Manager,  
Queensland, ParexDavco (Aust) Pty Ltd

## Bumper stickers now available

Australian Made, Australian Grown logo bumper stickers are now available for purchase! Great for sales representatives on the road and a good way to promote involvement in the Australian Made Campaign, the stickers can be purchased in packs of 20 for \$15.

To order, phone 1800 350 520 or email [info@australianmade.com.au](mailto:info@australianmade.com.au)



## Has your business registered on the ICN Gateway?

The Australian Made Campaign is encouraging all manufacturers of Australian-made products to increase their participation in major Australian projects by registering with Industry Capability Network (ICN). Australian Made is working strategically to link manufacturers with ICN as part of the Federal Government's Buy Australian at Home and Abroad (BAHA) initiative.

An important first step to building effective and potentially lucrative project connections, is registering your business on the ICN Gateway—an online connection point for buyers and suppliers looking to build partnerships. The ICN Gateway enables suppliers to search projects and

register their company's interest with just a few easy steps. Similarly, project managers and ICN consultants use the database when searching for suppliers for specific projects. Whether your business is a supplier of technologies and heavy industrial equipment, or food products and everyday consumables, Australian Made recommends all its licensees not already registered on this database, go to [www.gateway.icn.org.au](http://www.gateway.icn.org.au) and register.

Don't forget to read the Australian Made e-newsletter for information on upcoming project information sessions, webinars and other industry events, tailored to provide businesses with access to major projects in Australia.

Contact us on 1800 350 520 or email [info@australianmade.com.au](mailto:info@australianmade.com.au)