

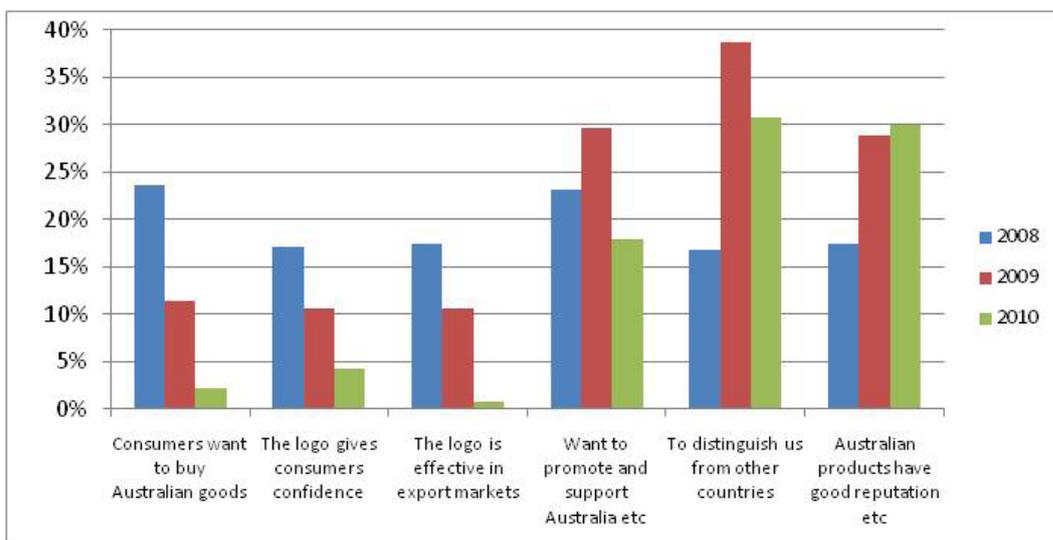


2010 SURVEY OF LOGO USERS AND THEIR EXPORT ACTIVITIES

More and more exporters believe country of origin plays an important role in maintaining export sales, according to the latest survey.

Roy Morgan Research was commissioned by the Australian Made, Australian Grown (AMAG) Campaign in 2008 to undertake three waves of research to find out about licensees' current and future export activities and how they use the AMAG logo as an export marketing tool.

In 2010, quality and price remain the two most important aspects of products licensees think are the most significant in maintaining export sales. However, country of origin has become increasingly important - 30% of surveyed businesses use the AMAG logo because they believe Australian products have a good reputation in export markets.



Sales rose for products using the AMAG logo across all export markets, particularly for exporters with annual sales of between \$100,000 and \$250,000. Export sales remained stable for products not carrying the AMAG logo.

Other key findings from the study include:

- 45% of the surveyed businesses export products to one or more countries
- A further 16% of licensees intend to export within the next 12 months
- New Zealand was identified as the main target market with more than 100 of the businesses surveyed (26%) selling their products across the Tasman
- Asian countries have become more prominent for local manufacturers with the number of licensees exporting to China, Singapore, Japan, Hong Kong and Malaysia growing between 2008 and 2010
- The USA and UK both remained key destinations
- Exports rose in Health Products/Vitamins/Pharmaceuticals, Cosmetics/Skin-Care/Hygiene Products and Rubber or Plastics between 2008 and 2010

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.