



2010 SURVEY OF EXPORTING LOGO USERS

The following summary provides a brief overview of findings of the February 2010 survey conducted on-line by YSC Online among exporting AMAG licensees.

The number of exporters has increased steadily over the three year period, with 137 exporters in 2006/07, 145 in 2007/08 and 163 exporters in 2008/09 (19% increase over the period). The most commonly exported goods are Healthcare & Cosmetics (38 respondents), followed by Consumer Products (34 respondents), Building & Construction (30 respondents), Textile, Clothing & Footwear (28 respondents), Advanced Manufacturing, Machinery, Oil & Gas (24 respondents) and Food and Beverage (20 respondents).

In spite of a challenging financial climate, it is encouraging to see that the number of exporters has growth in all markets aside from Thailand (6% decrease). It is particularly pleasing to see that growth has been strongest in markets where AMAG has undertaken promotions.

The growth in number of licensees exporting to the US during the two year period period has, for example, increased by 36%, while the number of exporters to Canada has increased by 45%. Growth in Hong Kong/China was moderate during the first year of the survey, but strong from 2007/08 to 2008/09 with an increase of 19%.

The main export market for respondents was the US (60), followed by Hong Kong/China (50), the UK (42), Singapore (32) and Dubai/UAE (31).

The use of the logo in export markets has increased significantly over the reported period. While it is not possible to give an overview of overall growth due to the overlap of exporters active in several markets, analysis of individual markets clearly show that the growth is strongest in markets where AMAG has undertaken promotions.

Highlights include growth in the use of the logo over the two year period in the US by 67% and growth in Hong Kong/China by 90%. Canada experienced growth of 84%, Dubai/UAE of 41% and Singapore of 46%.

Export sales information provided by respondents shows that there has been a growth in turnover during the period. The overall results show a remarkable change in sales. The number of logo users recording sales of greater than \$500K grew by 325%, while the number of non logo users in the same category only increased by 20%. There was a decline in the number of non logo users in the under \$500K category (-17%), while the number of logo users in this category increased by 31%.

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.