

AUSTRALIAN MADE LICENSE FEES CALCULATION GUIDE

As a registered certification trademark, the Australian Made logo can only be used on products that are licensed with Australian Made Campaign Ltd. This is a guide on how to calculate your licence fee, with examples of different scenarios. If you have any questions, please email info@australianmade.com.au or call 1800 350 520.

Licensee fees are based on actual sales of licensed products for the previous 12 months.

- If the product has not been on the market for a full year, the fee will be based on an estimate.
- If you don't have access to the final figures for the previous year, you may use an estimate.
- Only include sales of your licensed products. If you have products which don't carry the Australian Made logo, the sales of those products are not included in any calculation of the licence fee.

See the examples below for how to calculate the sales figure in different circumstances.

IF YOU ARE APPLYING FOR A NEW LICENSE:

Example 1: New licence (established products)

- The products in your licence application have been on the market for 1 year or more, and sales for the last 12 months amounted to \$600,000. The licence fee is based on turnover of \$600,000.
- The products in your licence application have been on the market for less than 12 months. Estimated sales for these products over the next 12 months is \$800,000. The licence fee will be based on turnover of \$800,000.

Example 2: New licence (new products)

The products on your licence application have just gone on the market or are about to be launched. Budgeted sales for the products for the next 12 months is \$250,000. The licence fee will be based on turnover of \$250,000.

Example 3: New licence (using logo on a segment of your products)

Your company has a range of products which you want to licence to carry the logo. You only want to use the logo on exported product, not on domestic sales. Total sales for the products for the year amounted to \$5 million. Export sales accounted for \$2 million. The licence fee will be based on turnover of \$2 million.



AUSTRALIAN MADE LICENSE FEES CALCULATION GUIDE

IF YOU ARE RENEWING YOUR LICENCE OR ADDING PRODUCTS:

Example 4: Licence renewal (no changes to licensed products)

Your current licence expires on 31 December 2024. Sales of all licensed products during the period 1 January 2024 to 31 December 2024 came to \$1 million. The renewal fee will be based on \$1 million turnover.

Example 5: Licence renewal (deleted products)

Your current licence expires on 30 June 2023. Sales of all registered products during the period 1 July 2022 to 30 June 2023 came to \$750,000. However, the company is no longer selling some of its registered products, the sales of which totalled \$100,000 during the previous period.

The renewal fee will be based on turnover of \$650,000 (the sales of the products remaining on the product list).

Example 6: Licence renewal (added products)

Your current licence expires on 31 October 2024. Sales of all registered products during the period 1 November 2023 to 31 October 2024 came to \$1 million. The company applies to use the logo on five additional products as part of their renewal.

- The new products have been on the market for a year or more. Sales for 1 November 2023 to 31 October 2024 came to \$400,000. The renewal fee for all registered products will be based on turnover of \$1,400,000.
- The new products have been on the market for less than 12 months (including products which have just been or are about to be placed on the market). Estimated sales for these new products over the next 12 months is \$300,000. The renewal fee for all registered products will be based on turnover of \$1,300,000.

Example 7: Licence renewal (combination of imported and Australian products)

Your company has a range of products which are made or grown in Australia and are licensed to carry the logo. You also have a range of imported products. Total sales for the company for the year amount to \$5 million. Sales of products licensed to carry the Australian Made logo total \$2 million. The licence fee is based on turnover of \$2 million.

