



# THE AUSTRALIAN ADVANTAGE

AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

IT'S RECOGNISED, TRUSTED AND A POWERFUL  
SYMBOL OF AUSTRALIA'S HIGH STANDARDS

# Helping Business, Helping Consumers, Helping Exporters, Helping Australia

**The Australian Made, Australian Grown (AMAG) logo supports growers, processors and manufacturers in Australia by helping them to clearly identify their products as genuinely Australian. At the same time, it provides consumers and businesses with a highly recognised and trusted symbol for genuine Aussie products and produce.**

After nearly three decades, the AMAG logo enjoys significant recognition (99%)\* and trust (92%)\* in Australia and around the world, as an identifier of genuine Aussie products and produce.

Administered by the not-for-profit Australian Made Campaign Ltd (AMCL), the logo is Australia's only registered country-of-origin certification trade mark.

The AMAG logo is a registered trademark in China, European Union, Hong Kong, India, Malaysia, Philippines, Singapore, South Korea, Taiwan, United Arab Emirates, United Kingdom, United States of America, Indonesia and Vietnam, providing a legal framework in each jurisdiction for protection of the logo.

It is used by more than 4,500 companies on thousands of products sold around the world and more than one third of the companies registered to use the logo use it in export markets.

## FOR BUSINESS, BY BUSINESS

Originally an initiative of the Federal Government in 1986, the AMAG logo is now administered by AMCL and supported by the Australian Chamber of Commerce & Industry (ACCI) and the network of state and territory chambers of commerce.

AMCL is governed by a Board comprising senior business representatives. AMCL's governing members include the Australian and state and territory chambers of commerce and industry, and the National Farmers Federation.



# 99%

of Australian consumers  
recognise the logo



# 92%

of Australian consumers  
trust the logo



# 95%

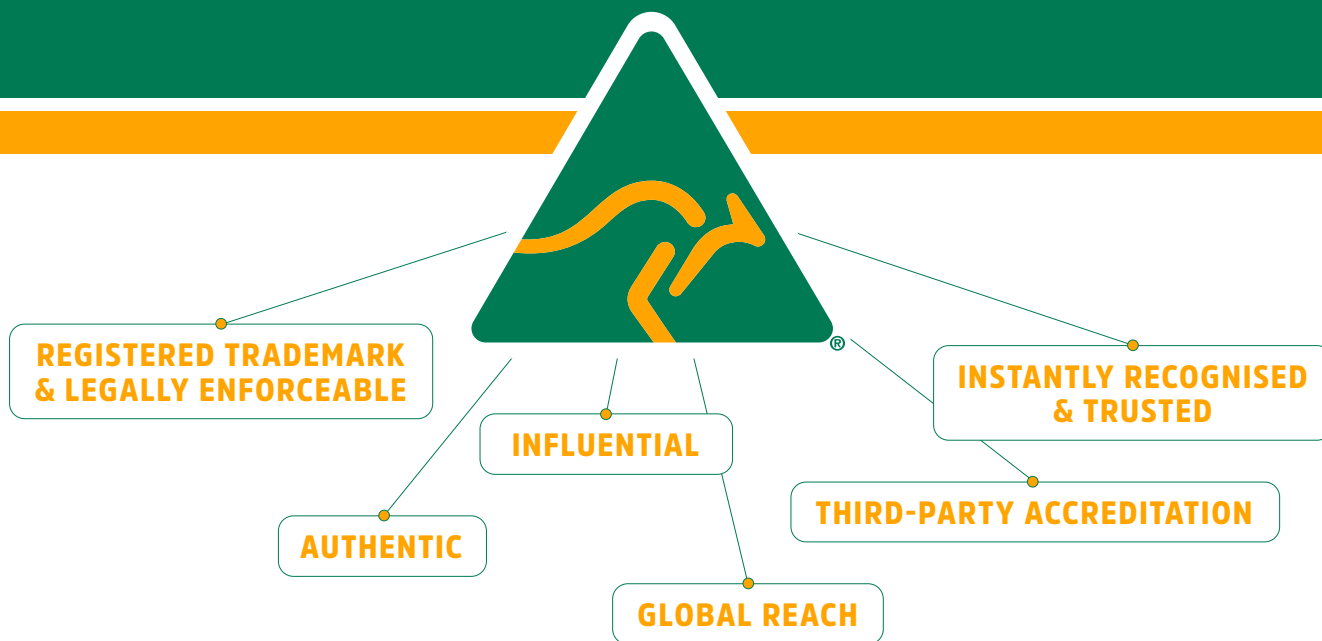
of Australian consumers  
associate the logo with safe  
and high-quality products



# 89%

of Australian consumers  
associate the logo with the  
use of ethical labour and  
78% sustainability

# A POWERFUL MARKETING TOOL



Research shows that consumers, businesses and government have a preference for buying genuine Australian products, made and grown to Australia's high quality, health and safety standards. So it makes sense for businesses to market their products as 'genuinely Australian' using the AMAG logo.

By aligning products with the AMAG logo, businesses can visually demonstrate their Australian credentials. Applying the logo at point of sale, on packaging and promotional materials, and on social media and other online platforms, allows businesses to influence purchasing decisions, create brand preference and drive sales.

The logo is promoted in a multi-million dollar marketing campaign each year (across TV, print, radio, outdoor, online and social media) encouraging consumers and businesses to buy products carrying the logo. Australian Made licensees are also eligible to participate in complementary marketing initiatives coordinated by AMCL.

## A BROAD DIGITAL REACH

The Australian Made Campaign also provides licensees with access to a range of online and digital platforms, to help strengthen their digital presence and drive online consumers to their businesses. All Australian Made licensees and registered products are listed and searchable on the exclusive Australian Made website.

Only licensees can advertise on [www.australianmade.com.au](http://www.australianmade.com.au) and associated e-newsletters, and leverage the Australian Made Campaign's social media platforms. Licensees also have the opportunity to engage with members of the Aussie Made Club — an opt-in membership group of over 50,000 Aussie consumers with a preference for Australian products.

## OUR AUDIENCE

 **407,000+**  
likes

 **57,000+**  
followers

 **4,000+**  
followers

 **23,000+**  
followers

 **60,000+**  
monthly views

 **125,000+**  
monthly website sessions



# A CERTIFICATION TRADEMARK FOR PRODUCE AND PRODUCTS

The AMAG logo can only be used on products that are registered with the Australian Made Campaign and meet the criteria outlined in the AMAG Logo Code of Practice. These criteria are equivalent to, or stricter than, the provisions of the Australian Consumer Law.

The logo must always be used with one of the approved descriptors below. Businesses may include additional information, such as 'Australian Made since 1905' or 'Australian Grown in Queensland'.



## AUSTRALIAN MADE

The product has undergone its last substantial transformation in Australia.



## AUSTRALIAN GROWN

Each significant ingredient has been grown in Australia and all, or virtually all, of the production processes have occurred in Australia.



## AUSTRALIAN SEAFOOD

The product is a seafood product, all of the product's significant ingredients are grown or harvested in Australia, and all, or nearly all, of the processing has been carried out in Australia.



## PRODUCT OF AUSTRALIA

All of the product's significant ingredients come from Australia, and all, or nearly all, of the manufacturing or processing is also carried out in Australia.



## AUSTRALIAN

Can only be used in export markets. The product must satisfy the criteria for at least one of the four preceding claims, and not be misleading.



## AUSTRALIAN GROWN IN QUEENSLAND

Example of the logo accompanied by additional information.



## AUSTRALIAN MADE AND OWNED

Because ownership is important to many Australians, businesses registered to use the logo have access to relevant artwork and can purchase merchandise with this descriptor. Businesses can only use these descriptors if they meet the criteria above and are locally owned. The logo cannot be used by companies that are Australian owned, but manufacture or import their goods from overseas.

# AUSSIE FOOD PRODUCTS AND THE LOGO

Changes to food labelling laws have seen the Australian Government incorporate the Australian Made, Australian Grown kangaroo logo into a new country of origin label which is mandatory for most Australian food products sold in Australia.

Since 1 July 2018, businesses producing food products for retail sale in Australia must comply with the requirements of the Country of Origin Food Labelling Information Standard.

The Australian Made Campaign can no longer license food products for retail sale in Australia to carry the Australian Made, Australian Grown certification trade mark as a standalone country of origin symbol.

However, the new labelling requirements are not mandated for exported food products. Businesses wishing to use the AMAG logo on exported food have the option of using the new labels or using the logo under a licence with AMCL.

The Australian Made Campaign continues to administer and promote the AMAG logo as a voluntary country-of-origin certification trade mark for all other types of products and for use as a marketing tool in a corporate capacity. The process for obtaining a licence to use the logo remains the same.

For more information on the Australian Government's mandatory country-of-origin labels for food, visit: [www.business.gov.au/foodlabels](http://www.business.gov.au/foodlabels)

## SOME EXAMPLES OF THE NEW LABELS:



# Retailers, industry bodies, service industries and local Government may also align themselves with the logo



## 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.



## Retail Partners and Retail Supporters

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.



## 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.



## 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.



## 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.



## 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.

# FEES

The campaign to promote and administer the logo is not-for-profit and funded by the licence fees organisations pay to use the logo. The campaign is not funded by Government.

## Licensees

Licence fees are based on actual sales of licensed products for the previous 12 months (see table right).

## Campaign Partners

The annual fee is set at \$20,000.

## Retail Partners

The annual fee is set at \$25,000.

## Retail Supporters

Licence fees are based on actual sales of Australian Made or Grown products for the previous 12 months (see table right).

## Media Partners

The annual fee is set at \$25,000.

## Event Partners

The annual fee is set at \$5,000.

## Campaign Supporters

The annual fee is set at \$2000 for cities and \$1000 for shires.

## HOW TO ACCESS THE LOGO

### Accessing the logo is a simple process

Applications can be processed in around 10 business days.

### Online application

Apply online or download application form from [www.australianmade.com.au](http://www.australianmade.com.au)

### Contact us

Call us on 1800 350 520, or you can email us at [info@australianmade.com.au](mailto:info@australianmade.com.au)

ACTUAL TURNOVER RANGE	(\$)FEE
0 – 300,000	\$300
300,001 – 500,000	\$400
500,001 – 750,000	\$600
750,001 – 1 million	\$800
>1 million – 2.5 million	\$1,000
>2.5 million – 5 million	\$2,500
>5 million – 7.5 million	\$5,000
>7.5 million – 10 million	\$7,500
>10 million – 12.5 million	\$10,000
>12.5 million – 15 million	\$12,500
>15 million – 17.5 million	\$15,000
>17.5 million – 20 million	\$17,500
>20 million – 32.5 million	\$20,000
>32.5 million – 45 million	\$22,500
Over 45 million	\$25,000
All fees are expressed exclusive of GST. Please call us on 1800 350 520 if you have any questions about the fee structure.	



# WHAT THEY SAY

**"For us, the Australian Made logo with the kangaroo says it all. It resonates around the world as Australian."**

— **PAUL MARTIN**

Managing Director, Summer Land Camels

**"Using the Australian Made logo has given us a massive advantage overseas. There is instant recognition that it is an Australian product, and Australia has a reputation for high quality, high performing products."**

— **JIM STURGESS**

Managing Director, Crimsafe Security Systems

**"We've been using the Australian Made logo on our products for over a decade now. It's important for us to be licensed with the Australian Made Campaign because it is a trusted logo our customers look for. They know when they see it, they can count on a quality Australian Made product."**

— **JONASZ MAREK**

General Manager, Mumme Tools



## SUPPORTING AUSSIE COMMUNITIES

There is an indisputable link between the logo and Australian industry, local employment opportunities and skills training, which helps drive economic development and prosperity for Australian communities.



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