



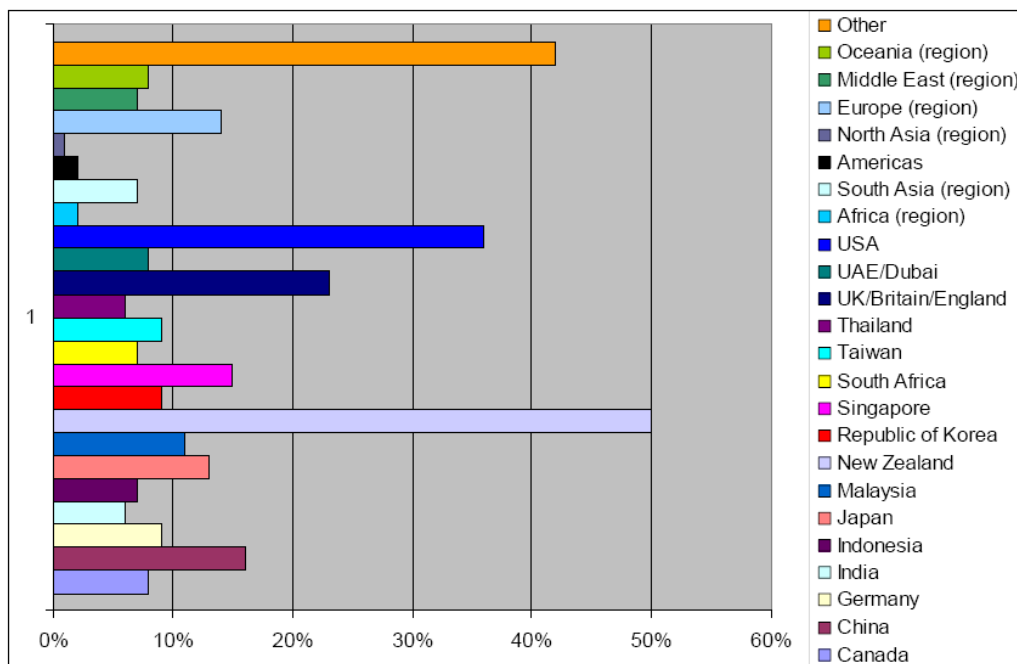
2008 SURVEY OF LOGO USERS

A large survey of users of the Australian Made, Australian Grown logo was undertaken in March 2008.

Close to 800 businesses participated in the survey and key findings include:

- 50 per cent of logo users export;
- another 11 per cent intend to start exporting within the next 12 months;
- the biggest export markets for licensees are New Zealand, the US, the UK and China;
- the logo is used by licensees in export markets whenever possible;
- the most commonly exported goods are: ‘electronics’, ‘health products’, ‘textiles’, ‘clothing, footwear or leather’, and ‘processed food and beverages’;
- licensees believe the most important aspect of their goods is quality;
- licensees are particularly interested in export promotions such as pavilions at international trade fairs (19%) and would like AMAG to work more closely with industry bodies and groups such as Austrade (14%).
- These licensees are also interested in accessing more merchandise such as flags and participating in in-store promotions.

The findings show that licensees are more active in export markets than non-logo users and that there is a strong belief among licensees that the logo and the ‘Australianness’ of their products add real competitive advantages.



Percentages of licensees currently active in identified export markets.

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.