

# Australian Made | Australian Grown Newsletter

## MORE COUNCILS EMBRACE LOGO

Victorian councils continue to throw their weight behind the nation's manufacturers, processors and growers.

The Australian Made, Australian Grown (AMAG) Campaign officially welcomed the cities of Casey, Darebin and Whittlesea as Campaign Supporters in the last two months. The trio join Ballarat, Horsham, Hume, Moreland and Mornington Peninsula.

AMAG Chief Executive Ian Harrison says these councils are publicising their commitment to local industry.

"We all understand how businesses play a pivotal role in the growth and development of their local communities," Mr Harrison says.

"By using the AMAG logo, local councils are making a strong corporate and public statement in support of their local growers, manufacturers and processors.

"We are very proud to be working with eight councils now in order to help businesses promote their locally made and grown goods and we of course welcome the opportunity to work with their fellow cities and shires in the future."

A tour of state-of-the-art coffee roasting house and AMAG licensee, The Bean Alliance served as the perfect setting to acknowledge AMAG's new partnership with the City of Darebin in Melbourne's North. The day was attended by more than 40 guests, including Federal Member for Calwell Maria Vamvakinou MP, Darebin Mayor Councillor Vince Fontana and Darebin CEO Rasiah Dev.

Welcoming the City of Casey – a municipality in Melbourne's outer South East – also proved a sweet occasion with a tour of the home of Wizz Fizz, logo user Fyna Foods. The afternoon was attended by more than 20 guests including Casey Mayor Councillor Lorraine Wreford.

And the City of Whittlesea – again in Melbourne's North – held its launch in conjunction with a local business expo, providing a great backdrop to inform prospective licensees about the benefits of using the AMAG logo.

Whittlesea Mayor Councillor Mary Lalios said it was a very proud moment for the council.

"The symbols are widely used and easily recognised domestically and internationally on our locally made products, showcasing the quality of Australian made and grown products with pride and we have much to be proud of," Cr Lalios said.

"Our commitment to the Australian Made, Australian Grown Campaign is consistent with our work in fostering and building economic sustainability in our local, regional and national economies and we hope we can encourage an increasing number of people to support the campaign."



AMAG CE Ian Harrison, City of Darebin CEO Rasiah Dev, Calwell MP Maria Vamvakinou, The Bean Alliance MD Ange Augello and Darebin Mayor Cr Vince Fontana

## Australian Export Awards draw near

*DON'T miss out on your chance to become the Prime Minister's Australian Exporter of the Year.*

*Entries are closing fast around the country for the Australian Export Awards, co-hosted by Austrade and the Australian Chamber of Commerce and Industry (ACCI).*

*AMAG Chief Executive Ian Harrison says the awards are open to all types of enterprises.*

*"The Australian Export Awards showcase our nation's top exporters and encourage other businesses to strive for success in world markets," Mr Harrison says.*

*"AMAG is very proud to be sponsoring the Large Advanced Manufacturer category for the 11th consecutive year."*

*Entry into the national program is only via the eight state and territory export award programs. Winners at a state level will advance to the finals of the national program. National winners will be announced at a gala dinner on November 17.*

*For more information on how to enter visit [www.exportawards.gov.au](http://www.exportawards.gov.au) and click on your state or territory.*



**A**MAG is proud to be selected as a retail sponsor of the Australian Pavilion at the Shanghai World Expo 2010, now underway in China.

The expo is expected to attract 70 million visitors, with at least 7 million entering the Australian Pavilion to learn more about the nation's history, people, sights, sounds and tastes.

The event truly puts the AMAG logo on the world stage as Australia's most trusted and recognised country of origin symbol, AMAG Chief Executive Ian Harrison says.

"AMAG became the retail sponsor of the Australian Pavilion because it presented a valuable opportunity to support five of our licensees displaying a wide range of products being sold there and also to promote the green and gold Australian country of origin logo," Mr Harrison says.

The Australian Pavilion is the second largest after China's Oriental Crown Pavilion and remains among the top five most popular pavilions, with an average of 46,000 eager visitors coming through the doors each day.

The expo, held once every five years in a different host country, is currently running until October 31 on a 5 sq km site on the banks of the Huangpu River with the theme "Better City, Better Life".

There are exhibits of 192 countries and 49 international organisations showcasing their best to the world.

AMAG licensees that have their products included in the retail store of the Australian Pavilion include:

**Aqi Care** – skin care products

**Careline Australia** – skin care products

**Homart Pharmaceuticals** – healthcare supplements

**Nature's Care** – cosmetics

**Yellow Earth** – sheepskin products



Visitors to the Australian Pavilion with their AMAG logo bags

## Research measures logo's effectiveness

### Domestic

EXPORTING licensees are being urged to take part in an online survey to understand how the logo is used in export markets and the effect it has on sales.

The online questionnaire will help AMAG measure the success of its export project and how effective the logo is as an export tool.

Past surveys have provided AMAG with invaluable insight into the types of promotions licensees prefer and the effect these have had on sales, Export Manager Ranjit K Singh says.

"It has been encouraging to see that licensees who use the logo in export markets have experienced greater growth in sales than those who do not and that growth has been particularly strong in markets where AMAG has conducted promotions," Ms Singh says.

Licensees will be contacted in late August via email and asked to participate. One lucky respondent will win a dozen bottles of fine wine.

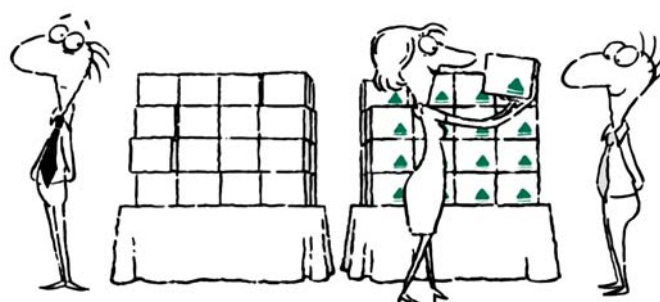
"All exporting licensees are strongly encouraged to participate in this survey to provide very valuable information in having the AMAG campaign more widely recognised as a global product symbol," Ms Singh says.

### Overseas

OVER the next two months, targeted research of consumers and trade will be undertaken in Dubai, Los Angeles, New York, Shanghai and Singapore to measure the impact of the AMAG logo in these marketplaces.

This is an important phase of the export project which is due to be completed by November 30.

The findings will be included in the project's final report to the Federal Government on December 15.



## 2009/10 a bumper year

The number of businesses recognising the importance of branding their products as Australian in order to reach consumers has reached a new high, as AMAG embarks on another solid marketing campaign for the year ahead.

Despite the challenging economic climate, 378 new businesses registered with the not-for-profit organisation to use the famous green and gold symbol during 2009/10. A further 1267 businesses renewed their licence, taking the total number of registered businesses to 1645.

The logo and its key messages have been actively promoted during the last 12 months, recording almost \$3 million in marketing value and hundreds of thousands more in PR.

AMAG Chief Executive Ian Harrison says businesses can make it easier for the shoppers who have a clear preference for buying Australian.

"Even though Australia has largely escaped the global financial crisis, consumers have become more aware of how they spend their money and the impact their spending has on the local economy. They want to know where the products they're buying come from," Mr Harrison says.

"This presents businesses with a great opportunity to promote the fact their products are made or grown right here by using the AMAG logo prominently on the front of their packaging and on their advertising and marketing materials."

AMAG has another jam-packed marketing schedule planned for the year ahead, including the development of some exciting social media applications.



A swag of new licensees have been welcomed in the last 12 months. **Above:** Exide Technologies General Manager Supply Chain Australasia Brian Smith, AMAG CE Ian Harrison and Exide Technologies General Manager Sales & Marketing John Cowpe. **Right:** Ian Harrison presents certificate to Red Energy CEO Iain Graham (left)



## AMM delivers sharp marketing campaign

*Australian Made Media (AMM) has made a very strong point.*

*The new media platform from the Australian Made, Australian Grown (AMAG) Campaign embarked on a six-week direct mail campaign to entice leading Fast Moving Consumer Goods (FMCG) companies to take up its branded advertising package.*

*A series of six, large and glossy postcards hit the desks of brand, marketing and advertising managers across the country, highlighting the benefits of using the AMAG logo as an effective marketing tool.*

*Australian Made Media National Sales Director Sandra Crestani says the direct mail campaign was a cost effective way to reinforce the platform's key messages to its target audience.*

*"Each week for six weeks industry professionals across the country were reminded about how they can connect with the majority of consumers who trust and recognise the AMAG logo through the services of Australian Made Media," Ms Crestani says.*

*"The postcards were really dynamic in that they provided readers with a short, sharp message. If they didn't get the point at first, they will have definitely got it by the end of the campaign."*

*The crux of Australian Made Media's advertising package, a TV infomercial which shines the spotlight on the products and the workers behind them, is available exclusively to businesses licensed to use the AMAG logo.*

*Ms Crestani says businesses that embrace the TV infomercial will be helping consumers to make better, faster purchase decisions.*

*"Products made and grown in Australia are sought after by consumers," Ms Crestani says.*

*"Shoppers will see the branded advertising and quickly connect with the products so the next time they go to the supermarket they will know which products to put in their trolley."*

*To find out more visit [australianmademedia.com.au](http://australianmademedia.com.au) or email [sandra@australianmademedia.com.au](mailto:sandra@australianmademedia.com.au)*



## Staff news

AMAG welcomes Ashleigh-Meg (Ash) Permezel to the team in the area of licensee and sales support.

Ash will provide valuable assistance to new licensees and Australian Made Media National Sales Director, Sandra Crestani.

She joins the team on a part-time basis while completing a Diploma in Professional Writing and Editing at the Royal Melbourne Institute of Technology (RMIT).

You can reach Ash on (03) 9686 1500 or email [ash.permezel@australianmade.com.au](mailto:ash.permezel@australianmade.com.au)

## Logo's integrity remains high

*85% of consumers trust the AMAG logo over other country of origin identifiers such as flags, maps and pictures of animals and maintaining this very high level of trust is of paramount importance.*

*More than 70 complaints about logo misuse were resolved during 2009/10 as AMAG continues to ensure the logo's high reputation is maintained.*

*The majority of complaints received were about companies using the logo without a licence. AMAG investigated these and as a result the logo was removed in 34 cases and another 12 new licences approved.*

*AMAG also looked into eight complaints about businesses using the logo on products which didn't meet the necessary criteria, resulting in one company having its licence revoked.*

*Businesses applying to use the AMAG logo must execute a statutory declaration attesting that the information is true and correct; and of course making a false statement on a statutory declaration can lead to imprisonment.*

*Logo users may also be audited as part of AMAG's annual compliance auditing program. An independent auditor carries out the checks which cover all aspects of a company's compliance with the AMAG Code of Practice, including logo use and declared turnover.*

*If you have any questions about compliance matters, please contact our Administration and Compliance Manager Lisa Crowe on [lisa.crowe@australianmade.com.au](mailto:lisa.crowe@australianmade.com.au)*



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## New website targets shoppers

LOGO users are being encouraged to take advantage of AMAG's new website.

Businesses can upload product images and valuable details such as where their products can be purchased from, making the website a one stop destination for shoppers who want to buy locally made and grown goods.

AMAG Marketing and Communications Manager Vibeke Stisen says it's an ideal way to engage further with the thousands of unique visitors to the site each month.

"The response to the new website has been terrific so far and I encourage all licensees who haven't yet harnessed this opportunity to connect with consumers to do so now," Ms Stisen says.

"Increasing your profile in the directory is very easy, free and a great way to promote your products.

"Make sure you tag your products as well, as this is also a great way to ensure they're picked up and ranked highly by search engines."

To add important information to the promotion of registered products simply go to [www.australianmade.com.au](http://www.australianmade.com.au) and use your username and password to log in. For assistance, please call 1800 350 520.

## A powerful marketing tool

*The Australian Made, Australian Grown logo is the most recognised and trusted product symbol of Australia. By using the logo on your products you will join a rapidly growing number of industry leaders and innovators who promote their "australian-ness" on products sold here and around the world.*

*The Campaign promoting the logo is not-for-profit and is a collective effort to promote Australian products and produce.*

*An application form can be downloaded from our website at [www.australianmade.com.au/join](http://www.australianmade.com.au/join) or can be faxed or emailed to you by calling the Australian Made, Australian Grown Campaign office on 1800 350 520.*