



AT A GLANCE

The Australian Made, Australian Grown Campaign is a not-for-profit independent organisation that administers the famous green and gold logo. The Campaign aims to raise the profile of Australia's manufacturing and fresh and packaged produce industries and encourages consumers to buy Australian.

The Campaign is growing strongly. The number of licensees using the logo on products sold around the globe is increasing at a record rate and support from retailers and industry bodies is strong and growing. The stylised kangaroo can now be found on close to 10,000 products.

The symbol can only be used on products that meet the criteria set out in the Code of Practice and which are registered with the Campaign. The symbol must always be used with an appropriate descriptor.

THE CRITERIA

The criteria for using the Australian Made, Australian Grown logo are:

AUSTRALIAN MADE

- ❖ "substantially transformed" in Australia (i.e. the final manufacturing process must take place here), and
- ❖ 50% or more of the cost of production must be incurred in Australia.

PRODUCT OF AUSTRALIA

- ❖ Significant components must originate from Australia, and
- ❖ All, or virtually all, of the production processes must take place in Australia.

AUSTRALIAN GROWN

- ❖ Each significant ingredient has to be grown in Australia, and
- ❖ All or virtually all of the processes involved in production of the good must occur in Australia.

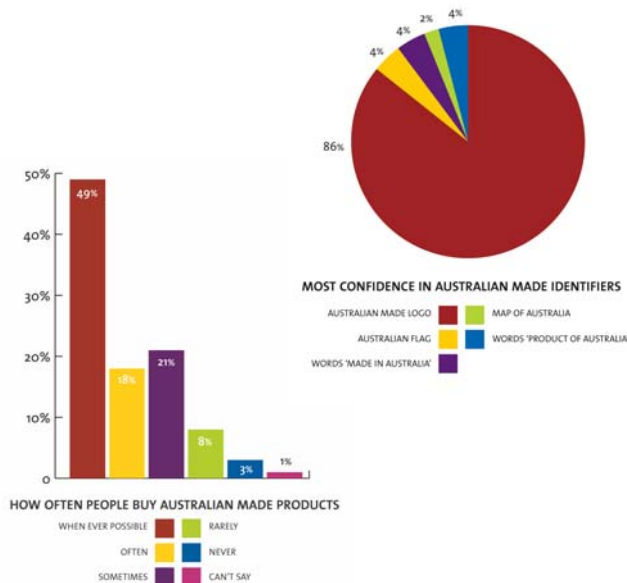
AUSTRALIAN GROWN WITH DESCRIPTOR

For a product to qualify to use the logo with the descriptor Australian Grown [product, i.e. Peas and Carrots] it must meet the following criteria:

- ❖ 50 per cent or more of the cost of manufacturing and producing the good must be attributable to production or manufacturing processes that occurred in Australia; and
- ❖ 90 per cent or more of the total ingoing weight of the good must consist of ingredients or components which have been grown in Australia and/or water harvested in Australia; and
- ❖ 50 per cent or more of the total ingoing weight of the good must consist of the ingredients, components or category of ingredients or components specified as "Australian Grown"; and
- ❖ 100 per cent of each ingredient, component or category of ingredients or components specified as "Australian Grown" must have been grown in Australia; and
- ❖ the ingredients or components specified as "Australian Grown" must not have been exported from Australia and re-imported

THE BENEFITS

- ❖ **Recognition** – The Australian Made, Australian Grown logo is recognised by 98% of Australian consumers
- ❖ **Trust** – The famous symbol is the most trusted country of origin symbol of Australia with 86% of consumers trusting it over any other country identifier
- ❖ **Preference** – 67% of Australian consumers buy Australian whenever possible or often
- ❖ **Simplicity** – Becoming a licensee is simple. The minimum annual joining fee is just \$250 plus GST and you could be carrying the symbol on your products within a few days of applying
- ❖ **Competition** – The symbol helps you effectively brand your products as Australian and benefit from the strong brand equity in the green and gold logo
- ❖ **Reputation** – The logo enjoys strong support from both industry and consumers, who trust it over any other country of origin identifier
- ❖ **Networks** – Join some of Australia's most innovative businesses in a collective marketing effort
- ❖ **Marketing** – The Campaign promotes the logo through a wide range of media and exhibitions here and internationally. Licensees are invited to participate in promotions, including trade events in selected export markets
- ❖ **Merchandising** – A wide range of point of sale and other merchandise is available to licensees. Exhibition material such as banners and flags is also available



(Roy Morgan Research, November 2006)



GLOBAL RECOGNITION

With one of the strongest nation brands in the world, branding products boldly and aggressively as Australian makes sense. The trademark is widely recognised as the symbol for Australian products internationally, and is now used successfully by Australian exporters all around the world.

Research conducted by the Campaign over the past two years shows that the logo is not only trusted by consumers globally, but is also recognised as a trustworthy symbol for Australia.

The Campaign is an active participant in a number of promotional activities in selected export markets.

BY BUSINESS FOR BUSINESSES

Australian Made, Australian Grown is a collective marketing effort that continues to grow rapidly. More than 1,200 businesses have already joined the Campaign and the number is increasing at a record rate. The Campaign is a not-for-profit organisation with the aim of assisting Australian businesses to effectively brand their products as Australian and as a result increase sales here and globally.

The Campaign is funded by licence fees and invests the majority of its funding in marketing the brand. Each year the Campaign undertakes major advertising and publicity campaigns in Australia and export markets.

REGISTERING AS A LICENSEE

A licensee is a company or person awarded the right to carry the Australian Made, Australian Grown logo. Only products registered with the Campaign and meeting the criteria may carry the logo.

Licence fees are based on 0.1% of sales turnover (*i.e. \$1 per \$1,000 of sales*) for products carrying the logo, and range from only \$250 to a maximum of \$20,000 (plus GST) per licensee.

Becoming a licensee is a simple three step process:

- ❖ Complete an application form, listing the products the logo is to be used on
- ❖ Sign a statutory declaration that products registered comply with the criteria for using the logo
- ❖ Pay an annual licence fee

JOIN TODAY

Joining the Australian Made, Australian Grown Campaign makes business sense and there has never been a better time to use Australia's most recognised and trusted country of origin symbol.

Much more information about the Campaign and its many licensees can be found online at www.australianmade.com.au and www.australiangrown.com.

Apply online or by contacting:

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AUSTRALIAN MADE, AUSTRALIAN GROWN CAMPAIGN

