

FACT SHEET FOR SECONDARY SCHOOL STUDENTS

Introduction

The Australian Made, Australian Grown (AMAG) Campaign is a not-for-profit organisation that administers and promotes the AMAG logo. The logo is an Australian icon and enables consumers to identify genuine Australian products. Australian businesses register with AMAG to carry the logo on their Australian products for an annual licence fee. Only products that are registered with AMAG and meet strict country of origin criteria are eligible to carry the AMAG logo.

Background

Origins

1930's: The origins of the Australian Made, Australian Grown Campaign (AMAG) date back to shortly after Federation when the merits of buying Australian made were advocated in the Parliament. In the 1930s, various chambers of manufacturers championed the cause of Australian made in publications and press advertisements.

Operation Boomerang

1961: A national campaign known as Operation Boomerang was launched by the Associated Chambers of Manufacturers of Australia. The aim of Operation Boomerang was to raise the profile of Australian manufacturing and encourage people to buy locally made goods. The logo for the campaign – a red boomerang on a blue background with the Southern Cross – can still be seen on some of our older buildings and shop signage today.



Australian Made logo

1986: A new logo was developed. The green and gold Australian Made logo was designed by Melbourne graphic designer Ken Cato. It featured a stylised kangaroo within a triangle (very similar to what it is today). The Australian Made Campaign was launched by then Prime Minister Bob Hawke in Melbourne.



The Prime Minister, Mr Hawke about to unveil the Australian Made logo at the Melbourne launch, 1986



The original Australian Made logo. The triangle had sharp corners and the kangaroo looked different.

The logo, administered by the Advance Australia Foundation, attracted a significant number of users who paid a licence fee for the right to use the logo on their products.

1996: The Advance Australia Foundation went into voluntary liquidation and ownership of the logo reverted to the Australian Government. Existing licensees were given permission to continue using the logo until new arrangements were put into place.

1997: The Australian Chamber of Commerce and Industry (ACCI) took the lead in re-launching the logo, with an industry consultation process which led to the development of a new administrative structure and Code of Practice.

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Australian Made Campaign Limited (AMCL) and Code of Practice

1999: On 1 July, the Australian Made Campaign was relaunched with a new company - Australian Made Campaign Limited (AMCL) – as the approved certifier of users of the Australian Made logo. Then Prime Minister John Howard officially launched the new campaign in September 1999.



"I wish them well, and all of us Australians will feel a great deal of pride in buying Australian, and a great deal of pride in supporting Australian companies and Australian products." PM John Howard at the official launch, Sep 1999.

AMCL is a not-for-profit organisation established by the Australian Chamber of Commerce and Industry (ACCI) and its network of State and Territory chambers. It is governed by a Constitution and a Board of Directors. AMCL has been granted legal ownership rights of the logo by the Australian Government by a Deed of Assignment. These rights enable AMCL to licence qualified applicants to use the logo, and to take legal action to ensure the logo is used properly. Its major tasks include certifying users of the trade mark, ensuring compliance with the Code of Practice, and promoting Australian products both in domestic and overseas markets.

A Code of Practice was written outlining the country of origin criteria that goods had to meet to be able to use the logo. These criteria were consistent with the country of origin provisions of the Trade Practices Act 1974 as amended in 1998.

Australian Made, Australian Grown

2007: AMCL was approached by the Department of Agriculture, Fisheries and Forestry to administer a new food labelling scheme, to be called Australian Grown, with the existing logo as its centrepiece. The Code of Practice was rewritten to include new criteria to cover fresh produce. The logo and the Campaign were renamed Australian Made, Australian Grown.

Minor amendments were made to the design of the logo; the corners of the triangle were rounded and some slight changes were made to the shape of the kangaroo.

The renamed Australian Made, Australian Grown Campaign was officially launched by the Minister for Agriculture, Fisheries and Forestry, the Hon. Peter McGauran MP, on 1 June 2007.



Minister for Agriculture, Fisheries and Forestry, the Hon. Peter McGauran MP, with AMAG Chief Executive Ian Harrison officially launching Australian Made, Australian Grown, on 1 June 2007.

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About the logo

The Australian Made, Australian Grown (AMAG) logo is a certification trademark for genuine Australian products. It can only be used on goods that are registered with AMAG and meet the strict country of origin criteria set out in the Trade Practices Act and the Campaign's own Code of Practice.

The AMAG logo has several descriptors which business can use: Australian Made, Australian Grown and Product of Australia.

Australian Made and Australian Grown

The two most commonly used logo descriptors are Australian Made and Australian Grown. The criteria that a product must meet to carry the logo with these descriptors is detailed below.

**WHAT THE LOGO
DESCRIPTORS MEAN**



AUSTRALIAN MADE

Australian Made
The goods must be substantially transformed in Australia; 50% or more of the cost of production or manufacture of the goods must be carried out in Australia; the goods must be registered with the Australian Made, Australian Grown Campaign.



AUSTRALIAN GROWN

Australian Grown
Each significant ingredient or significant component of the good must be grown in Australia and not exported and re-imported; all, or virtually all, processes involved in the production or manufacture of the goods must have happened in Australia; the goods must be registered with the Australian Made, Australian Grown Campaign.



Product of Australia and Ownership

The criteria a product must meet to be able to carry the Product of Australia descriptor are more stringent. Due to Australia's dwindling manufacturing base and the fact that some ingredients or components can only be sourced overseas e.g. rennet for cheese, the Product of Australia descriptor is not as commonly used. The criteria for the Product of Australia descriptor are that all of a product's significant ingredients come from Australia and all or nearly all of the manufacturing or processing is also carried out in Australia.

Ownership is important to many Australians and for that reason many companies use the term 'Australian Made and Owned' with the logo. The great majority of Australian businesses are Australian-owned. Ownership is important, but much more so is that the products are made/grown here. Keeping manufacturing in Australia means that jobs, trade skills, innovation, specialised equipment, technological know-how plus all the services such as marketing, accounting, legal, regulatory etc. which support manufacturing stay in Australia.

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How the Campaign operates

The Campaign's objectives are many:

- to enable businesses to promote their products as Australian – a real point of difference with the ever increasing availability of imported products
- to increase the profile of Australian products both here in Australia and overseas
- to make it easier for shoppers to identify genuine Australian products
- to encourage consumers to buy Australian and support Australians and the Australian economy
- to protect the integrity of the logo.

Companies with products that meet the criteria register their products with AMAG for a small fee (\$1 for every \$1000 of revenue). Once the products are registered with the Campaign they are eligible to carry the logo. The fees that companies pay to use the logo help to administer and promote the logo.

AMAG engages in an extensive marketing program involving a wide range of advertising media to promote the logo. These include online, TV, radio, outdoor billboards, cinema, shop-a-lites, newspapers and consumer, trade and business magazines. AMAG is also involved in numerous tradeshows and sponsorships. AMAG's Public Relations activity which involves interviews and media releases also leads to hundreds of TV, radio and print placements.

But the promotion of the logo does not stop here. Every business that is registered to use the AMAG logo also pursues its own promotional campaign. The promotional activities of many of AMAG's licensees are huge. Coles, Woolworths, Kraft, BlueScope Steel,, Aldi and Franklins are just some of AMAG's licensees that promote the logo extensively in their marketing campaigns.

The collective promotion of the logo is estimated to run into hundreds of millions of dollars which is why the AMAG logo is so popular and gets phenomenal exposure.

Interesting facts about the logo and the Campaign

- 94% of Australians recognise the AMAG logo
- 85% of Australians trust the logo over other country of origin identifiers, such as flags, maps, pictures of animals and the words 'made in Australia'
- 65% of Australians buy Australian made 'whenever possible' or 'often'
- 89% of consumers believe it to be 'very important' or 'important' that the fresh food they buy is Australian. Similarly, 82% of consumers believe it to be 'very important' or 'important' that the packaged food they buy is Australian
- 43% of Australians specifically look for the AMAG logo to check if a product is Australian
- 80% of Australians prefer to buy Australian food and beverage; 60% prefer to buy Australian furniture and bedding; 58% of Australian females prefer to buy Australian health, beauty, pharmaceutical and personal products
- The logo was named a Superbrand in 2008
- The logo is used on around 10,000 products, from fresh strawberries to industrial machinery
- The logo celebrated its 20th birthday in 2006 with an official function at Parliament House, Canberra with PM John Howard as keynote speaker. The cake was green and gold
- The AMAG Campaign is funded almost entirely by licence fees paid by businesses
- The logo appears on products exported to some 30 countries around the world
- The logo is a certification trade mark (CTM). Other well-known CTM's are the Woolmark, SAI Global's Standards Mark and the National Heart Foundation's "tick" symbol.

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Conclusion

The logo with more than 20 years of market capital behind it has truly become an Australian icon. It continues to be adopted by business and is well regarded by Australian consumers. In recent years record numbers of business have joined the campaign and numbers continue to soar.

The willingness of Australians to invest in their local community is essential if Australia is to remain a country which produces quality and innovative products. Local manufacturing keeps Australians in jobs and keeps Australian innovation alive and thriving.

Questions

1. List three reasons why shoppers find the logo useful?
2. Find three products on the AMAG website. For each item find out what company makes it and where it can be bought
3. Why do you think it is important to buy goods that have been made or grown in Australia?
4. How do businesses benefit from using the logo on their products?

Assignment:

Imagine you are the Marketing Manager of a business which has just registered with AMAG to use the logo on an exciting new product.

1. Write a brief, describing the new product and its target market. Include image(s).
2. Explain how the product meets the country of origin criteria and what descriptor it will carry (Refer to the AMAG website and the Code of Practice).
3. Create a plan to promote the new product to consumers - your class. Consider such things as:
 - What advertising mediums would you use?
 - Are there events you would exhibit at?
 - How would you generate coverage and in what type/s of media?

Want to know more?

For more information please refer to the Resource Center on our website, australianmade.com.au. Here you can download background documents such as the Code of Practice, source images and read case studies of businesses who use the logo here and in export markets around the world. You can also find all our latest research on consumer attitudes towards the logo and buying Australian made.

You are of course also welcome to:

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