



## 2005 Small survey of logo users and their export activities

In October 2005, a phone survey of all current AMCL licensees was carried out. The objectives of the survey were:

- To advise licensees of the intended News Ltd advertising campaign and export supplement with mini Australian Made guide to be published in the Australian in November
- To verify licensees' contact details for publication in the supplement
- To identify licensees who might be able to assist with the Bangkok and Los Angeles research program.

Respondents were asked the following questions in relation to exporting:

- Do you export?
- If yes, do you export to
  - o Los Angeles?
  - o Thailand?

A total of 928 licensees were listed for contact. Of these we were unable to contact some 46 companies. Of the 882 companies contacted, 303 (34%) did export to some degree.

- 63 companies (7%) stated that they exported to Los Angeles.
- 57 companies (6%) exported to Bangkok.
- 19 of these companies stated that they exported to both destinations.

## 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.