

JOIN

Only products that are registered with the AMAG Campaign and meet the criteria set out in the Code of Practice may carry the logo and participate in these export promotions.

Registration is a simple three step process – complete the application form, sign the statutory declaration and pay the licence fee. Applications can be processed in 1-2 days.

AMAG is not-for-profit and funded by the licence fees paid by businesses to use the logo.

Fees are based on the sales of the registered products, at the rate of 1/10th of 1% of annual sales, min \$250, max \$20K, plus gst. Special arrangements may apply for particular promotions.

Licensees have ready access to the logo and a wide range of merchandise. The nominated products will be promoted nationally through a free

listing in the Campaign's annual Guide to Buying Australian and internationally via the online directory. This contains a complete listing of all goods registered with the Campaign and allows licensees to include images of products, product information, links to websites, where products can be purchased, and much more.

Now is a great time to join the Australian Made, Australian Grown Campaign. Download an application form from www.australianmade.com.au/join or contact the AMAG office and take advantage of this powerful global marketing tool.



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**YOUR INVITATION TO TAKE ADVANTAGE OF
A POWERFUL EXPORT MARKETING TOOL**

**AUSTRALIAN MADE,
AUSTRALIAN GROWN
LOGO**





THE AUSTRALIAN BRAND – A POWERFUL MARKETING TOOL

Australia has one of the strongest nation brands in the world and Australian exporters have a great opportunity to capitalise on this powerful asset.

“What the Nation Brands Index tells us is that much of the world has an appetite for things Australian. Now is the time for Australia to be producing great Australian-branded products.” (Simon Anholt, Anholt Nation Brands Index)

So the challenge is how to make it easier for overseas consumers to identify or notice Australian products and produce.

This is exactly what the Australian Made, Australian Grown (AMAG) logo does.

COLLECTIVE MARKETING EFFORT

If simply being recognised as Australian helps sell our products in export markets, it makes commercial sense for Australian exporters to work together, with Government, to build an Australian product and produce brand that is as powerful as Australia’s nation brand.

The promotion of goods using the famous stylised green and gold kangaroo triangle is a collective marketing effort by hundreds of innovative and respected businesses that see a benefit in promoting the fact that their goods are Australian; and by using the logo boldly and aggressively in their marketing campaigns, packaging and point of sale material, they are building the power of the logo as an instantly recognised, global symbol of Australian quality products and produce.

LOGO

The AMAG logo has been helping businesses big and small, here and abroad, sell their products and produce for over 20 years.

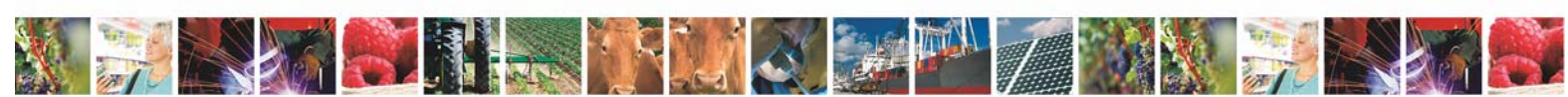
Research* (by Roy Morgan Research) shows 98 per cent of Australian consumers recognise the logo and 86 per cent trust it over any other country of origin identifier. It is undoubtedly the most effective tool to reach the 67 per cent of Australian consumers who consciously buy Australian.

The logo has also been used, successfully, in export markets for all its 22 years.

Over the period 2004-07 the Campaign conducted an extensive research program, partly funded by the Federal Government, to measure the logo’s effectiveness in markets such as the USA and Thailand. Findings showed that not only did consumers recognise the logo as a symbol for Australia, they also trusted it and had positive views of the products carrying it – **“a trustworthy symbol of Australian quality goods.”**



* By Roy Morgan Research, 2006 & 2007



Australian exhibitors at the NRA show in Chicago, 2008.



In-store promotion in Bristol Farms, Los Angeles, 2008

WORKING WITH GOVERNMENT

The Australian Made, Australian Grown Campaign has worked closely with Government over the last four years to research the effectiveness of the logo in overseas markets and help businesses effectively promote their products and produce as Australian in those markets. The Government, through the Department of Innovation, Industry, Science and Research, recently made available a grant of up to \$900K p.a. for 3 years to promote the logo in export markets. This is to be matched dollar for dollar by AMAG and contributions from exporters.

AMAG is now building on those important findings and helping businesses increase sales by more effectively promoting the 'Australianness' of their products and produce using the logo. AMAG is working closely with Campaign Partner Austrade on a wide range of promotions including in-store promotions, tradeshows and PR.

To further strengthen this close relationship and provide important resource for driving this project forward, AMAG now has a secondment from Austrade working as its Export Manager. Ms Ranjit Singh joined AMAG in June 2008 and has extensive experience in assisting Australian businesses in export activities, and will be a great asset for AMAG licensees seeking export markets.

EXPORT MARKETING STRATEGY

The aim of the export project is to assist licensees in increasing export sales and increase global awareness of the AMAG logo as the product and produce symbol of Australia. The Campaign will be working closely with licensees, exporting organisations and strategic partners, such as Austrade and Wine Australia, to achieve this aim in the most cost effective manner. AMAG's role is to provide branding.

Promotions will be conducted in Australia and selected export markets;

- **domestic promotions** will encourage Australian manufacturers, processors and growers to join the export project
- **international promotions** in specific countries or regions will promote sales and establish brand awareness

Participation in the promotions is only available to businesses registered to carry the AMAG logo.

TARGET MARKETS

The initial markets selected for the project are North America (Canada and the US), Asia (China in particular) and the United Arab Emirates (Dubai). A number of other markets are under consideration, including Thailand and Europe (UK and Germany in particular). As always it is a question of resources.

Promotions in North America will include in-store promotions in a number of specialty of food and beverage chains across the US, participation in G'Day USA and promotions of Australian wine and other alcoholic beverages in Canada.

Opportunities in the United Arab Emirates include promotions of a wide range of goods including furniture, food and beverages, building products and other industrial goods such as machinery. Similar opportunities exist in Europe, where Australian goods in general are very well received.

China is a growing market for Australian exporters and a number of initiatives in China, and in particular in Shanghai, are currently under consideration. These include a facility to assist SMEs in establishing distribution arrangements.

There is some flexibility in when and where promotions are to be held and AMAG would welcome suggestions from licensees and exporting bodies.