



Australian Made | Australian Grown 2009/10 Report to Licensees

The Australian Made, Australian Grown Campaign continued to grow during a year that saw a number of exciting developments including the launch of a new website, the opening of an Australian Made shop and the introduction of Australian Made Media, a new media arm to promote Aussie products.

LICENSEE NUMBERS CONTINUE TO GROW

The number of businesses registered to use the logo on their products continues to grow with new businesses registering every day. More than 1650 businesses now use the logo on over 10,000 products sold here and around the world. The growth in the number of products carrying the logo isn't just coming from new businesses joining, but also from existing licensees adding new products to their registration.

CAMPAIGN PARTNERS AND SUPPORTERS

AMAG is proud to have as Campaign Partners: Aurora Community Channel, Bev Marks, BlueScope Steel, Coles, Crocmedia, Forty Winks, Harvey Norman (Furniture & Bedding), The Purely Group, Qantas, Roy Morgan Research and Woolworths.

AMAG was delighted to welcome the Cities of Casey, Whittlesea and Darebin as Campaign Supporters. They joined Horsham Rural City Council, Hume City Council and Moreland City Council.

WORKING WITH INDUSTRY

AMAG continues to work closely with several industry bodies to assist in the promotion and marketing of their locally made or grown goods.

The furniture and bedding industry continues to be a focus for the Campaign and the Furniture Industry Awareness Campaign provided a forum for AMAG to work with the State-based FIAA bodies and leading retailers Harvey Norman and Bev Marks Beds to build the profile of the Australian industry and encourage shoppers to buy Australian made furniture and bedding. AMAG also continues to sponsor Furnitex and the Guide to Buying Australian Made Furniture & Bedding produced by Elite Publishing.

AMAG has worked closely with the pork and seafood industries on the branding of locally grown produce and is seeking changes to the Code of Practice to accommodate exciting initiatives for both sectors.

MARKETING & PR

The logo and the benefits of buying Australian made and grown products continued to be promoted in TV, print, radio, online and outdoor media and at key tradeshow during the year. AMAG increased its online profile by fully embracing social media including Facebook, Twitter and LinkedIn with updates on AMAG activities and new licensees daily.

AMAG continued to push its message to media with numerous press releases and close to 80 articles written for trade and general news publications. We also made submissions to a number of government inquiries.

AMAG has updated its branding across advertisements, print material and online and also went green with all material now printed on 100% recycled Australian made paper.

NEW WEBSITE LAUNCHED

Interest in buying locally made and grown products continues to be strong and thousands of visitors use AMAG's website every month to find information about these products. To continue to offer consumers useful information and reasons to keep coming back to our website, AMAG launched a new website in May 2010. The new website allows shoppers to look for products, join the new Australian Made Club and participate in competitions. The site also has a range of exciting new features for businesses, including opportunities to register and renew online as well as upload a range of additional information to their free listing in the online directory.

AUSTRALIAN MADE SHOP OPENS IN SYDNEY

AMAG was thrilled to announce the opening of the first Australian Made concept store. The Sydney Airport shop is an initiative of Campaign Partner, The Purely Group, and showcases some of Australia's finest products – and best of all, all products in the shop carry the logo. The shop was launched by Australian Federal Treasurer, Wayne Swan, in September and has almost immediately exceeded sales expectations. A second shop is now being designed for Melbourne Airport, with more on the way.

AUSTRALIAN MADE MEDIA LAUNCHED TO PROMOTE AUSSIE PRODUCTS

Adding to the promotion of the logo and the thousands of products carrying it was the March 2010 launch of Australian Made Media (AMM). The exciting new media platform is designed to promote Australian made and grown products. Packages include TV, print and online and are available to licensees only.

AMM was launched by the Hon. Kim Carr, Minister for Innovation, Industry, Science and Research, at Kraft's Vegemite factory in Melbourne. The AMM Board is chaired by media industry heavyweight Paul Leeds, former CEO of Starcom Australia, and Sandra Crestani was appointed the National Sales Director.

EXPORT PROGRAM DELIVERS \$5.4M PROMOTION

Since 2007 AMAG has been promoting the logo in selected export markets with support from the Australian Government. With matching funding from AMAG and exporters, the three-year agreement delivered a \$5.4M promotion of the logo and products carrying it. Research conducted among AMAG licensees painted a positive picture of growth in the number of exporters, logo use in export markets and export sales. Perhaps most importantly, it showed that businesses using the logo experienced greater growth in turnover compared to non logo users.

During the 2009/10 year, AMAG's export activities included participation in events in Asia (Cosmoprof Asia Show 2009, ParknShop Australian Promotion 2010, and Food and Hotel Asia Show 2010), the Middle East (Big 5 Show 2009, Arab Health Show 2010 and Gulfood Show 2010), the UK (G'Day UK) and the US (G'Day USA 2010, The Food Emporium Retail Promotion 2010, Winter Fancy Food Show 2010).

MAJOR SURVEY FINDS SHOPPERS LOOK FOR THE LOGO AND WANT TO BUY AUSTRALIAN

Interest in the Australian Made, Australian Grown Campaign has been strong over the last year and in August 2009 research findings from Roy Morgan Research very clearly showed that businesses promoting their products as Australian by using the logo are making a smart decision.

According to the survey, 65% of shoppers consciously buy Australian made products and the logo remains the most trusted and recognised symbol to identify truly Australian goods. The logo is recognised by an impressive 94% of Australian shoppers and trusted over any other Australian country of origin identifier by 85%.

STAFF

A number of exciting changes have happened in the AMAG office with three new staff members joining the organisation. PR & Communications Executive Helen Jacobs joined in April to boost the Campaign's media activities and Sally Foley and Ash Permezel both joined in May to assist in the areas of licensee support and administration. In April 2010 we said goodbye to Rose Carlin who joined AMAG as a trainee in 2008.

In January Vibeke Stisen returned to the role of Marketing and Communications Manager after five months maternity leave, during which time the role was ably filled by Rebecca Bartels.

With additional staff resources now on board, we look forward to being able to offer licensees a wider range of support and promotional activities.

BOARD

AMAG is a not-for-profit public company governed by a board of directors. A new Chairman, David Gray AM, was appointed in 2009. David has served as Deputy Chairman since 2001 and succeeded Robert Gerard AO, who stepped down as Chairman at the 2009 AGM. The current Board members are:

David Gray AM (Deputy Chairman)
Managing Director, David Gray & Co. Pty Ltd

Glenn Cooper (Deputy Chairman)
Executive Chairman, Coopers Brewery Limited

Neil Summerson FCA (Treasurer)
Chairman, Bank of Queensland

Mr Robert Gerard AO
Executive Chairman, Gerard Corporation Pty Ltd

Allyn Beard
Marketing Director, A.H. Beard Pty Ltd

Peter Anderson
CEO, Australian Chamber of Commerce and Industry (ACCI)

Robert Hutchinson
State Manager, Queensland, ParexDavco (Australia) Pty Ltd

Charles Burke
Vice President, National Farmers Federation



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