

# AUSTRALIAN MADE CAMPAIGN LIMITED

## CHAIRMAN'S REPORT TO THE 2010 AGM



I am pleased to report that the past twelve months has been another period of strong growth for the campaign, with a number of exciting new initiatives underway.

The following is a brief summary of the highlights of the year:

### **Strategic Plan**

- A comprehensive 5-year strategic plan was finalised earlier this year to provide focus and direction for the campaign. The plan focuses on achieving growth, both in financial outcomes and in terms of the campaign's influence and position.

### **Licensee numbers:**

- with 378 new licensees in 2009/10 and 1644 licensees at end of the financial year, we again enjoyed a solid year. This is a 10% increase in total licensees over the previous year.

### **Financial result:**

- the financial report shows a slight decrease in both surplus and revenue over the previous year, due mainly to variations in our export grant funding
- revenue from licence fees is up from \$1.6M to almost \$1.9M.
- overall a good result with the balance sheet looking healthy.

### **Marketing & PR:**

- Our marketing and PR program has once again generated a total value of over \$3 million, using both paid and community service airtime.
- A complete redesign of the AMAG website and database was completed earlier this year. The result is a more attractive and user friendly site offering a consumer club with competitions and special offers, and an improved search facility for those looking for Australian made and grown products.
- The website now also offers online applications and renewals for businesses.
- Considerable work has also gone into building a consumer following through social media channels such as Facebook and Twitter, and the development of an iPhone app.

### **Export Project:**

- The third and final year of our 3-year export promotion program has seen significant domestic marketing activities as well as support for a wide range of overseas trade events. To a great extent, the success of the program has been due to the tremendous work of Ms Ranjit Singh, on secondment from Austrade.

- A highlight of the year was AMAG's sponsorship of the bags used in the retail area of the Australian pavilion.
- International promotions will continue up to the end of this month.

#### **Campaign Partners and Supporters:**

- We continued to receive strong support from our existing campaign supporters during the year; and
- 2 further local government bodies – the cities of Casey and Whittlesea, both in Victoria - signed on as Campaign Supporters, although the City of Melbourne declined to continue its support.

#### **Relations with Federal Government:**

- Despite determined lobbying on our part, the new Brand Australia strategy did not make reference to the AMAG logo as the nation's product symbol.
- We will continue to talk to key ministers and advisers in the new government about achieving official recognition and funding support for the logo.

#### **Commercial ventures:**

- Three exciting new commercial ventures – the Australian Made store at Sydney Airport, Australian Made Media, and the Australian Made Expo – were announced last year.
- The Australian Made airport store (an initiative of our campaign partner, The Purely Group) has been trading beyond expectations, and two new stores are set to open in Perth and Melbourne.
- Australian Made Media, established in 2009 to provide branded advertising formats to licensees, now offers a range of advertising opportunities for all budgets. Although take-up to date has been slow, we expect big things in 2011!
- The Australian Made Expo was, unfortunately, cancelled.

#### **Furniture and bedding industry:**

- AMAG has worked closely with the furnishing industry to promote Australian furniture and bedding over the last few years, however our efforts have been hindered by the lack of cohesiveness among industry bodies. The Furniture Industry Awareness Campaign project was officially wound up in late 2009, although AMAG continues to sponsor a number of industry awards and programs, and has commissioned Australian Made Media to produce a television commercial featuring Australian furniture and bedding.

#### **Compliance:**

- Compliance continues to be a major concern with 74 new complaints in the year, most of which were resolved, and most involving use of the logo without a licence.

**Staff**

- In 2010 staff numbers were boosted by the recruitment of additional resources in both Marketing & PR area and Licensee Support. The emphasis remains on AMCL maintaining a tight, efficient Secretariat though.

**Concluding remarks:**

I am pleased to have so much good news to report after my first year as Chairman.

I would like to express my thanks to my fellow Board members and our Foundation Members for their support, and to our Chief Executive and staff for their dedicated work.

Thank you

**David Gray AM**

Chairman