



**Australian Made, Australian Grown Logo**

# The Australian Advantage

It's recognised, trusted and a powerful symbol of Australia's high standards

A thin green diagonal line is located in the bottom right corner of the page.



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# HELPING BUSINESS, HELPING CONSUMERS, HELPING EXPORTERS, HELPING AUSTRALIA

**The Australian Made, Australian Grown (AMAG) logo supports growers, processors and manufacturers in Australia by helping them to clearly identify their products as genuinely Australian. At the same time, it provides consumers and businesses with a highly recognised and trusted symbol for genuine Aussie products and produce.**

After nearly three decades, the AMAG logo enjoys significant recognition (98%)\* and trust (88%)\* in Australia and around the world, as an identifier of genuine Aussie products and produce.

Administered by the not-for-profit Australian Made Campaign Ltd (AMCL), the logo is Australia's only registered country-of-origin certification trade mark, and most Australians (92%)\* are influenced by the logo when making a purchasing decision.

The logo is also registered in the USA, China, South Korea and Singapore. It is used by more than 2500 companies on more than 15,000 products sold around the world and more than one third of the companies registered to use the logo use it in export markets.

## FOR BUSINESS, BY BUSINESS

Originally an initiative of the Federal Government in 1986, the AMAG logo is now administered by AMCL and supported by the Australian Chamber of Commerce & Industry (ACCI) and the network of state and territory chambers of commerce.

AMCL is governed by a Board comprising senior business representatives. AMCL's governing members include the Australian and state and territory chambers of commerce and industry, and the National Farmers Federation.



**98%**  
**RECOGNITION**



**88%**  
**TRUST**

\*Roy Morgan Research

# A POWERFUL MARKETING TOOL

Research shows that consumers, businesses and government have a preference for buying genuine Australian products, made and grown to Australia's high quality, health and safety standards. So it makes sense for businesses to market their products as 'genuinely Australian' using the AMAG logo.

By aligning products with the AMAG logo, businesses can visually demonstrate their Australian credentials. Applying the logo at point of sale, on packaging and promotional materials, and on social media and other online platforms, allows businesses to influence purchasing decisions, create brand preference and drive sales.

The logo is promoted in a multi-million dollar marketing campaign each year (across TV, print, radio, outdoor, online and social media) encouraging consumers and businesses to buy products carrying the logo. Australian Made licensees are also eligible to participate in complementary marketing initiatives coordinated by AMCL.

# A BROAD DIGITAL REACH

The Australian Made Campaign also provides licensees with access to a range of online and digital platforms, to help strengthen their digital presence and drive online consumers to their businesses. All Australian Made licensees and registered products are listed and searchable on the exclusive Australian Made website—second only to Google as the preferred site for searching for Australian products\*.

Only licensees can advertise on [www.australianmade.com.au](http://www.australianmade.com.au) and associated e-newsletters, and leverage the Australian Made Campaign's social media platforms. Licensees also have the opportunity to engage with members of the Aussie Made Club—an opt-in membership group of over 45,000 Aussie consumers with a preference for Australian products.



**REGISTERED TRADEMARK AND LEGALLY ENFORCEABLE**



**INFLUENTIAL**



**GLOBAL REACH**



**THIRD-PARTY ACCREDITATION**



**AUTHENTIC**



**INSTANTLY RECOGNISED AND TRUSTED**



\*Roy Morgan Research

# A CERTIFICATION TRADEMARK FOR PRODUCE AND PRODUCTS

The AMAG logo can only be used on products that are registered with the Australian Made Campaign and meet the criteria outlined in the AMAG Logo Code of Practice. These criteria are equivalent to, or stricter than the provisions of the Australian Consumer Law.

The logo must always be used with one of the approved descriptors below. Businesses may include additional information, such as 'Australian Made since 1905' or 'Australian Grown in Queensland'.



## Australian Made

The product has undergone its last substantial transformation in Australia.



## Australian Grown

Each significant ingredient has been grown in Australia and all or virtually all of the production processes have occurred in Australia.



## Australian Seafood

The product is a seafood product, all of the product's significant ingredients are grown or harvested in Australia, and all, or nearly all, of the processing has been carried out in Australia.



## Product of Australia

All of the product's significant ingredients come from Australia, and all or nearly all of the manufacturing or processing is also carried out in Australia.



## Australian

Can only be used in export markets.

The product must satisfy the criteria for at least one of the four preceding claims, and not be misleading.



## Australian Made and Owned

Because ownership is important to many Australians, businesses registered to use the logo have access to relevant artwork and can purchase merchandise with this descriptor.

Businesses can only use these descriptors if they meet the criteria above and are locally owned. The logo cannot be used by companies that are Australian owned, but manufacture or import their goods from overseas.



## Australian Grown in Queensland

Example of the logo accompanied by additional information.

# AUSSIE FOOD PRODUCTS AND THE LOGO

**Changes to food labelling laws have seen the Australian Government incorporate the Australian Made, Australian Grown kangaroo logo into a new country of origin label, which is mandatory for most Australian food products sold in Australia.**

From 1 July 2018, businesses producing food products for retail sale in Australia must comply with the requirements of the Country of Origin Food Labelling Information Standard.

The Australian Made Campaign is no longer licensing food products for retail sale in Australia to carry the Australian Made, Australian Grown certification trade mark as a standalone country of origin symbol.

However, the new labelling requirements are not mandated for exported food products. Businesses wishing to use the AMAG logo on exported food have the option of using the new labels or using the logo under a licence with AMCL.

AMCL will continue to renew existing food licenceThe Australian Made Campaign continues to administer and promote the AMAG logo as a voluntary country-of-origin certification trade mark for all other types of products and for use as a marketing tool in a corporate capacity. The process for obtaining a licence to use the logo remains the same.

For more information on the Australian Government's mandatory country-of-origin labels for food, visit: [www.business.gov.au/foodlabels](http://www.business.gov.au/foodlabels).

## SOME EXAMPLES OF THE NEW LABELS:





## Retailers, industry bodies, service industries and local Government may also align themselves with the logo



### Campaign Partner

Campaign Partners are large businesses in the services sector that wish to make a corporate statement about their support of Australian growers, processors and manufacturers.



### Campaign Associate

Campaign Associates are membership-based organisations, such as industry associations or grower or producer groups that wish to engage with the logo.



### Campaign Supporter

Campaign Supporters are local Government bodies that wish to use the logo to reinforce support for local business and Council's own economic development initiatives.



### Retail Supporter

Retail Supporters are retailers with an annual turnover of less than \$5 million, with 50 per cent or more of the value of sales attributed to Australian Made or Australian Grown products.



### Retail Partners

Leading Australian retailers who have made a commitment to provide customers with a wide range of genuine Australian products, and in doing so provide Australian manufacturers and growers with a valuable channel to market.



## SUPPORTING AUSSIE COMMUNITIES

There is an indisputable link between the logo and Australian industry, local employment opportunities and skills training, which helps drive economic development and prosperity for Australian communities.



## WHAT THEY SAY

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We know that consumers are positively influenced to purchase locally made products, and the logo adds credibility to our country-of-origin claims, so it plays a very important role in our marketing.

Our foray into China is the beginning of us taking our Australian Made products to the world, each proudly carrying the green-and-gold certification trade mark.

**ALLYN BEARD,  
A.H. BEARD**

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The AMAG logo is trusted, recognised and it works. It plays a key role in our promotion of the great range of locally made furniture and bedding products we stock. It helps us sell products; it's as easy as that.

**GERRY HARVEY,  
EXECUTIVE CHAIRMAN,  
HARVEY NORMAN HOLDINGS**

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We knew that for a premium brand like Oz Kids to succeed in China we would need to use the Australian Made logo. The Australian Made logo is widely recognised in Asia as genuinely representing products that are made in Australia.

**DOUG SMITH,  
DISTRIBUTION DIRECTOR,  
OZ KIDS**

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Coles is proud to have a great range of Australian made and grown products on our shelves. We use the logo on a large number of Coles branded products as well as our point of sale material and Coles catalogues. We find consumers respond to the logo as it makes it easier for them to identify products that are Australian.

**JOHN DURKAN,  
CHIEF OPERATING OFFICER,  
COLES**

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# FEES

The campaign to promote and administer the logo is not-for-profit and funded by the licence fees organisations pay to use the logo. The campaign is not funded by Government.

## Licensee fees

Licence fees are based on actual sales of licensed products for the previous 12 months. (see table right)

## Campaign Partner fees

The annual fee is set at \$20,000.

## Retail Supporter fees

Licence fees are based on actual sales of Australian Made or Grown products for the previous 12 months (see table right)

## Campaign Supporters

The annual fee is set at \$2000 for Cities and \$1000 for Shires.

## Campaign Associates

The annual fee is set at \$1000.

ACTUAL TURNOVER RANGE (\$)	FEE
0 – 300,000	\$300
300,001 – 500,000	\$400
500,001 – 750,000	\$600
750,001 – 1 million	\$800
>1 million – 2.5 million	\$1,000
>2.5 million – 5 million	\$2,500
>5 million – 7.5 million	\$5,000
>7.5 million – 10 million	\$7,500
>10 million – 12.5 million	\$10,000
>12.5 million – 15 million	\$12,500
>15 million – 17.5 million	\$15,000
>17.5 million – 20 million	\$17,500
>20 million – 32.5 million	\$20,000
>32.5 million – 45 million	\$22,500
Over 45 million	\$25,000

All fees are expressed exclusive of GST. Please call us on [1800 350 520](tel:1800350520) if you have any questions about the fee structure.

# HOW TO ACCESS THE LOGO



## Accessing the logo is a simple process

Applications can be processed between 7-10 business days.



## Online application

Apply online or download application form from [www.australianmade.com.au](http://www.australianmade.com.au)



## Contact us

Call us on [1800 350 520](tel:1800350520), or you can email us at [info@australianmade.com.au](mailto:info@australianmade.com.au)





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