

Making a Mark
Country of origin branding:

The Australian Made, Australian Grown logo



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Australian Made Campaign Ltd

Format for next 30 mins

- **Video**
- **Make a few comments**
- **Throw it open to questions**



AMCL video



The logo – couple of other points

- Now on over 20K products (video mentions 15K), and the use of the image is rising significantly with the Government's new CoO food labelling system becoming mandatory as of 1 July 2018
- The Aust Made Campaign is not a government body and does not receive Government funding
 - funded by licence fees, based on sales
- The campaign's digital presence is growing strongly



- www.australianmade.com.au
 - visited over 100,000 times per month
 - generates about 3K sales leads per month for licensees
- **Social network now exceeds 354,000 fans /supporters**
 - 305,000 Facebook 'likes' – 6th best of all NFPs in Australia
 - over 12,000 Twitter followers
 - over 9,600 Instagram followers
 - over 27,000 YouTube views
 - 530 LinkedIn followers
- **Aussie Made Club**
 - 32,900 members



The logo – couple of other points (Contd)

- **Not yet used on services but “products” includes digital products, eg**
 - software, websites, etc
 - education courses
 - digital artwork
- **Extension into services is a definitional issue**
- **The logo has an obvious role in the global branding currently being developed for Australia**



Country-of-origin branding is an opportunity

- **Fortunately, being recognised as Australian is a positive in most markets**
 - clean, green, safe, high standards, strong regulatory framework, good quality, friendly people, etc
- **This can generate a price premium**
 - very important as Australia is a high cost country, even at US 75-80c
- **So, if being 'Aussie' is important in the marketplace,**
 - whether that marketplace be consumer, business or Government,
 - here or overseas,

it makes sense to maximise whatever advantage is on offer, particularly if that advantage generates a price premium.



The challenge then is how to best convey the 'Aussie' message

Fact 1: the kangaroo works



Fact 2: the Aussie Made logo is the solution



Buying Aussie - does it matter?

- Common sense if we are talking about food, skincare & cosmetics, complimentary health, etc
- If talking about goods, issue is wealth creation, jobs and future career opportunities for young Australians
- Investing back into Australian businesses through purchasing decisions makes a difference
- This is not about protection – it is about consumer knowledge to exercise preferences
- Australia has not had a recession since June 1991 – 27 years!
 - Easy to become a bit complacent – “she’ll be right, mate”



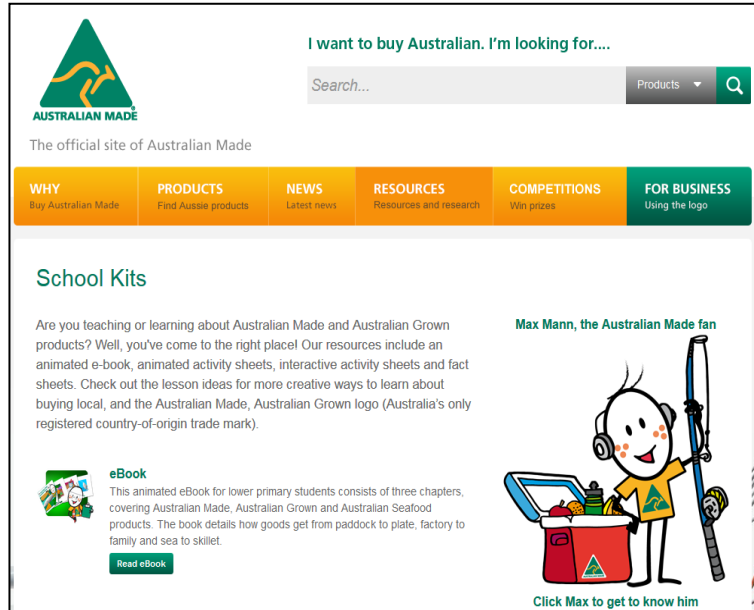
AMCL School Kits



- Worked with Kids Media to develop an interactive teaching aid for primary school students in 2013
 - includes resources for lower primary teachers and students
 - learn how products get from paddock to plate, factory to family and sea to skillet
 - learn about the importance and benefits of buying locally made and grown products
- On PIEFA's Primezone.edu.au web portal
- <http://www.australianmade.com.au/resources/school-kits>



Max Mann, the Australian Made fan



AUSTRALIAN MADE
The official site of Australian Made

I want to buy Australian. I'm looking for...

Search... Products Q


WHY Buy Australian Made
PRODUCTS Find Aussie products
NEWS Latest news
RESOURCES Resources and research
COMPETITIONS Win prizes
FOR BUSINESS Using the logo

School Kits

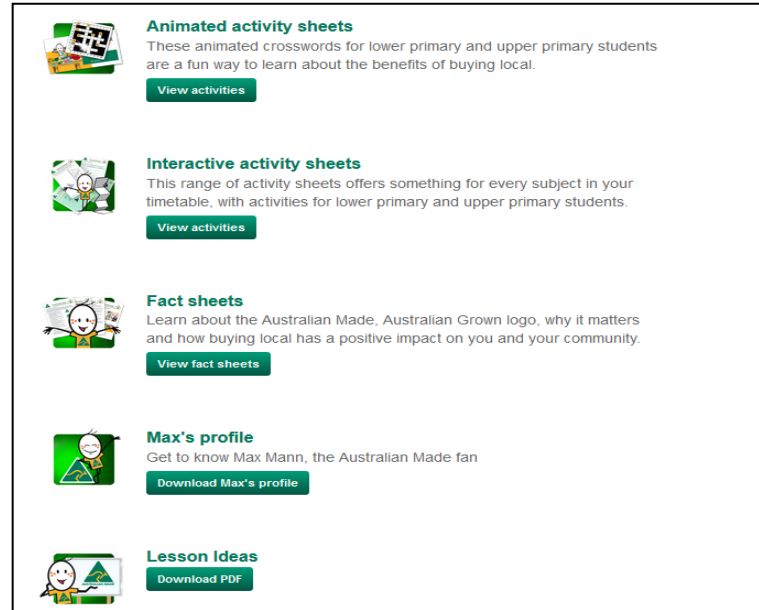
Are you teaching or learning about Australian Made and Australian Grown products? Well, you've come to the right place! Our resources include an animated e-book, animated activity sheets, interactive activity sheets and fact sheets. Check out the lesson ideas for more creative ways to learn about buying local, and the Australian Made, Australian Grown logo (Australia's only registered country-of-origin trade mark).

eBook
This animated eBook for lower primary students consists of three chapters, covering Australian Made, Australian Grown and Australian Seafood products. The book details how goods get from paddock to plate, factory to family and sea to skillet.
[Read eBook](#)

Max Mann, the Australian Made fan



[Click Max to get to know him](#)



Animated activity sheets
These animated crosswords for lower primary and upper primary students are a fun way to learn about the benefits of buying local.
[View activities](#)

Interactive activity sheets
This range of activity sheets offers something for every subject in your timetable, with activities for lower primary and upper primary students.
[View activities](#)

Fact sheets
Learn about the Australian Made, Australian Grown logo, why it matters and how buying local has a positive impact on you and your community.
[View fact sheets](#)

Max's profile
Get to know Max Mann, the Australian Made fan
[Download Max's profile](#)

Lesson Ideas
[Download PDF](#)





The Australian community working together to promote its products and produce to the world

www.australianmade.com.au

