



THE RESEARCH

- ❖ The famous stylised kangaroo in the triangle is recognised by 98% of Australians
- ❖ 86% of Australians have the most confidence in the Australian Made, Australian Grown logo as a symbol for Australian goods
- ❖ Consumers look for the green and gold symbol before anything else when identifying Australian products
- ❖ 89% of consumers say that it is important to them that the fresh food they buy is Australian
- ❖ 82% of consumers believe it to be important that the packaged food they buy is Australian

(Roy Morgan Research, November 2006 and February 2007)

GLOBAL RECOGNITION

With one of the strongest nation brands in the world, branding products boldly and aggressively as Australian makes sense.

The trademark is increasingly recognised as the symbol for Australian products internationally, and for more than 20 years has been used successfully by Australian exporters in more than 30 countries.

The Campaign is an active participant in a number of promotional activities in selected export markets and works closely with Campaign Partner Austrade.

BY BUSINESS FOR BUSINESSES

Australian Made, Australian Grown is a collective marketing effort that continues to grow rapidly. More than 1,200 businesses are currently using the Australian Made, Australian Grown logo.

The Campaign is not-for-profit and funded by licence fees. It invests the majority of its funding in marketing the brand to help increase sales of Australian produce here and globally.

JOIN TODAY

Any company or person can apply to use the Australian Made, Australian Grown logo on products that meet the necessary criteria.

Licence fees are based on 0.1% of sales turnover (i.e. \$1 per \$1,000 of sales) for products carrying the logo, and range from only \$250 to a maximum of \$20,000 (plus GST) per licensee.


Simply complete the application form, sign the statutory declaration and pay the annual fee.

Much more information about the Campaign, including guidelines and definitions, can be found online at www.australiangrown.com.au.

Registration can be arranged online or by contacting:

Australian Made, Australian Grown Campaign
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 South Melbourne Victoria 3205
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 Freecall: 1800 350 520
 Email: ausmade@australianmade.com.au




Australian Government
The Australian Grown campaign is supported by financial assistance from the Australian Government.



AUSTRALIAN MADE, AUSTRALIAN GROWN CAMPAIGN

Helping your business grow



AUSTRALIAN GROWN AT A GLANCE

Australian Grown is a new labelling scheme for fresh and packaged goods developed by the Australian Government Department of Agriculture, Fisheries and Forestry in conjunction with the Australian food industry.

The centrepiece of the new scheme is the Australian Made, Australian Grown logo (formerly the Australian Made logo). This gives Australian Grown immediate market presence.

The famous green and gold kangaroo is the most trusted and recognised country of origin symbol for Australia and has been used in domestic and global markets for over 20 years. It is a powerful marketing tool for business and can be found on close to 10,000 products.

With the introduction of Australian Grown, the logo is now also helping Australian farmers, growers and processors effectively market their produce as Australian.

The Australian Made, Australian Grown logo can only be used on products and produce that meet the criteria set out in the Campaign's revised Code of Practice AND which are registered with the Campaign.

- ❖ The criteria for using the logo with the words 'Australian Made' and 'Product of Australia' are unchanged. However, the revised Code clarifies that canning or simple preserving processes associated with packaging will not be considered to be substantial transformation and therefore will not be eligible for the 'Australian Made' wording.

The revised Code now incorporates criteria for using 'Australian Grown' and, where a product contains imported components, a qualified 'Australian Grown' claim.

THE CRITERIA

The criteria for using Australian Grown and the qualified Australian Grown claim are:

For a product to carry the Australian Made, Australian Grown logo with the descriptor **Australian Grown**:

- ❖ *Each significant ingredient has to be grown in Australia, and*
- ❖ *All or virtually all of the processes involved in production of the good must occur in Australia.*



Where a product contains imported components a qualified claim is available. For a product to carry the Australian Made, Australian Grown logo with the descriptor **Australian Grown [product, i.e. Carrots and Peas]**:

- ❖ *50 per cent or more of the cost of manufacturing and producing the good must be attributable to production or manufacturing processes that occurred in Australia; and*
- ❖ *90 per cent or more of the total ingoing weight of the good must consist of ingredients or components which have been grown in Australia and/or water harvested in Australia; and*
- ❖ *50 per cent or more of the total ingoing weight of the good must consist of the ingredients, components or category of ingredients or components specified as "Australian Grown"; and*
- ❖ *100 per cent of each ingredient, component or category of ingredients or components specified as "Australian Grown" must have been grown in Australia; and*
- ❖ *the ingredients or components specified as "Australian Grown" must not have been exported from Australia and re-imported.*



The logo must always be used with an appropriate descriptor.

"Grown in Australia", "reconstituted products" and "ingoing weight" are defined in the revised Code of Practice.

THE BENEFITS

- ❖ **Branding** – The symbol clearly and effectively brands products as Australian, both here and globally.
- ❖ **Recognition** – The logo is recognised overwhelmingly by Australian consumers and is growing internationally.
- ❖ **Trust** – The logo is by far the most trusted country of origin symbol in Australia compared to other country of origin identifiers.
- ❖ **Preference** – 89% of Australian consumers believe it is important that the fresh food they buy is Australian.
- ❖ **Marketing** – The Campaign promotes the logo through a wide range of media and exhibitions, here and internationally.
- ❖ **Brand equity** – products carrying the logo benefit from the strong brand equity in the green and gold logo.
- ❖ **Collective effort** – Join some of Australia's most innovative businesses in this collective marketing effort.
- ❖ **Merchandising** – A wide range of point of sale material, merchandise and exhibition material, such as banners and flags, are available to licensees.
- ❖ **Reputation** – Australian Made, Australian Grown is an independent, not-for-profit organisation. The organisation and the symbol enjoy the strong support and trust of industry, Government and consumers.