

Source Texts	Target Texts
<p>1. The merits of buying Australian made have been advocated in Federal Parliament since Federation, and chambers of manufactures have been championing the cause in publications and press advertisements since the 1930s. In 1961 a national campaign called Operation Boomerang was launched by the Associated Chambers of Manufactures of Australia to strengthen the profile of local manufacturing and encourage people to buy locally made goods. Nowadays, Australian manufacturers and growers can use the power of the Australian Made, Australian Grown logo to leverage consumers' preference for Australian products and to connect with consumers who are actively looking for, and willing to pay a premium for, these products. A prominently placed on-pack logo will make your products stand out on the shelf.</p>	<p>自联邦政府成立以来联邦议会就一直在提倡购买澳大利亚制造的优点，从 20 世纪 30 年代起，制造商会始终在出版物和印刷广告中支持这一目标。澳大利亚制造业联合会于 1961 年发起了一次被称为“回旋镖运动”的全国运动，旨在加强本土制造产业的印象，鼓励人们购买本土商品。澳大利亚的产品制造商和种植者如今可以利用澳大利亚制造和种植标志的力量以及消费者对澳大利亚产品的偏好去联系积极寻求并乐于支付溢价的消费者。您的产品会因包装上的醒目标志在货架上引人注目。</p>
<p>2. Shopping for Australian made and grown products can seem pretty confusing, but it doesn't have to be. Simply look for the famous green and gold Australian Made, Australian Grown kangaroo logo - it's been helping consumers for more than 25 years.</p>	<p>购买正确的生产和种植于澳大利亚的产品看似令人困惑，但这事实上并不困难。只需要寻找著名的绿色和金色的“澳大利亚制造”以及代表“澳大利亚种植”的袋鼠标志，它已经帮助了消费</p>

<p>The logo was launched by Bob Hawke in 1986 and for the first 10 years of its life was managed by the Advance Australia Foundation. These days it's administered by Australian Made Campaign Limited (AMCL), a not-for-profit company, under contract from the Federal Government. It's a certification trademark, registered with the Federal Government, and with a strict set of rules (Code of Practice) governing how it can be used. Products must be registered with AMCL and must meet the criteria in the Code of Practice to use the logo.</p>	<p>者超过 25 年。这个标志由鲍勃霍克（Bob Hawke）于 1986 年发行，在它生命周期前 10 年受澳大利亚进步基金会管理。而澳大利亚制造运动有限公司（AMCL）是它现在的管理者，根据联邦政府的合约这是一家非盈利性质的公司。该标志是一个于联邦政府注册的认证商标，有着严格的管理使用规定（实践准则）。使用该标志的产品必须在 AMCL 注册并符合实践准则中的标准。</p>
<p>3. In export markets, demand for Australian made and grown products continues to expand exponentially. The Australian Made, Australian Grown logo has been used in export markets ever since its inception in 1986. A snapshot of the licensee database in 2011 showed that 44% of the (then) 1700 licensees exported and used the logo. Its use as an export tool was enhanced when the federal Government, in 2004, provided funding for AMCL to undertake a range of strategic promotional activities in selected export markets “to enhance the logo as an export tool”. Over the ensuing 6 years AMCL participated in a wide range of promotional activities in key markets in North America, Asia and the Middle East, generally in partnership with partners such as Austrade,</p>	<p>出口市场对于制造和种植于澳大利亚的产品的需求持续呈指数级增长。代表澳大利亚生存和澳大利亚种植的标志自 1986 年创立以来一直在出口市场使用。2011 年被许可者数据库的简介表示（当时）1700 名被许可者中有 44% 出口并使用了该标志。2004 年联邦政府以增强这一出口工具为目的为 AMCL 投入资金于选定的出口市场开展了战略宣传活动，以增强标志作为出口工具的作用。在接下来的六年中，AMCL 通常与澳大利亚贸易委员会、建筑大师协会、澳大利亚葡萄酒协会以及最近的澳大利亚园艺协会等合作伙伴合作，并广泛参与了北美，亚洲和中东主要市场的</p>

<p>the Master Builders Association, Wine Australia and, more recently, Horticulture Australia.</p>	<p>促销活动。</p>
<p>4.Australian Made Campaign Retail Supporter Premium Australia Foods (PAF) has developed successful online partnerships with major Chinese online shopping platforms Tmall, Amazon.cn, JD and YHD, and is currently seeking more genuine Aussie products to sell online in China. Through PAF, licensees can enjoy a low-risk, low-resource approach to achieving success online in China. To be eligible you must make food and beverage products, or health, beauty, or baby products - recently added categories for PAF. Australian Made Campaign Partner Oz-Town is a 'one-stop-shop' for businesses interested in exporting to China, launching in September 2015. The organisation is able to work with licensees to coordinate shipping, oversee customs clearance, warehousing, display, marketing, sales and customer service. A new channel to market Australian Made to China is the New South Wales Business Chamber's (NSWBC) Export Growth China initiative.</p>	<p>澳大利亚制造运动零售供应商优质澳大利亚食品（PAF）已经与中国主要的线上购物平台天猫，亚马逊中国，京东和YHD 成功建立了线上合作关系，目前正在中国寻求更多正宗澳大利亚产品的在线销售。通过 PAF，被许可者可以享受低风险，低消耗的办法在中国实现成功的在线销售。为取得许可证，您必须是食品和饮料或健康，美容或婴儿产品的制造商-PAF 近日添加了新的类别。澳大利亚制造运动合作商 Oz-Town 于 2015 年 9 月推出了有兴趣向中国出口的企业“一站式商店”。该组织可以和被许可者合作，协调运输、监督清关、仓储、展示、营销、销售和客户服务。澳大利亚制造的另一个对中国销售的新渠道是新南威尔士商会（NSWBC）的中国出口增长倡议。</p>

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<p>广而告之有限公司成立于 1996 年，目前已经发展成为一家集媒体经营、品牌代理、影视制作于一体，拥有员工百余名的大型综合性广告公司。</p> <p>广而告之公司拥有一支优秀的学习型团队。他们有专业的知识、敬业的精神、全方位的服务理念和不断追求完美的信念。在广而告之，富有朝气的年轻人们每天都在全心工作，快乐生活</p>	<p>Found in 1996,China Mass Media International Advertising corporation (MMIA) has developed into a large comprehensive advertising company involves in media management, brand agency, and film and television production, with over 100 employees.</p> <p>MMIA has an excellent learning-oriented team.They have professional knowledge, dedication, comprehensive service concept and a belief in perfection.Energetic young people work hard and live happily in MMIA.</p>
<p>作为公司核心业务之一，广而告之公司在电视媒体经营方面具有突出优势，不仅拥有 CCTV-1、2、4 的优势传播媒体，而且独家代理央视春节联欢晚会、公益广告以及 CCTV-1、2 套的重大体育赛事等优势广告资源。</p> <p>广而告之公司为广告客户提供媒体传播整合策略及服务，涵盖全国电视媒体，包括媒体广告投放的企划与购买、媒体创新性投放手段的设计与执行；同时，还以独到的创意与差异化的增值服务</p>	<p>As one of the company's core businesses,MMIA has extraordinary advantage in television media management,not only has better communication media like CCTV-1,2,4,but also acting as an exclusive agent for prevalent advertisement resource like CCTV Spring Festival Gala, public service advertising, and important sports events of CCTV-1, 2.</p> <p>MMIA provides media communication integration strategies and services for advertisement customers,covers national</p>

<p>，提升品牌关注力与影响力，有代理蒙牛、长城润滑油、华龙面等成功案例。</p>	<p>television media including the planning and purchasing the media advertisement releasing, designing and executing the media creative release method. At the same time, MMIA also enhancing the brand attraction and influence by special creativity and unique increment service, successful cases including agency Mengniu, Great Wall Lubricant, Hualong Noodles and more.</p>
<p>广而告之公司不仅拥有价值逾百万的三维动画设备，还拥有优秀的创意制作团队，作品屡次获得政府及国内外大奖，中国第一条三维动画公益广告就是产自广而告之公司。我们的用人理念是：给予鸟儿飞翔的天空，让金子发光，让价值体现，让生命燃烧，让这段不孤独的经历成为你生命中最耀眼的那一部分。我们的精神特征是：敬业、真诚、创造力、团队、激情。</p>	<p>MMIA has 3D animation device worth more than 1 million yuan and excellent creative production team with government and domestic and foreign awards. The first 3D animation public service advertisement in china was made by MMIA. Let every man do his duty, let this never alone experience become the shining part in your life is our employment concept. Dedication, honest, originality, teamwork, and enthusiasm are our mental characteristics.</p>