

The Australian Made Campaign Newsletter

Australian Made, Australian Grown logo celebrates 30 years

The Australian Made, Australian Grown logo achieved an important milestone in 2016 – it celebrated 30 years of helping businesses promote and consumers easily identify genuine Aussie products and produce.

This was formally recognised at a major business dinner in Canberra – at which Prime Minister Malcolm Turnbull was the guest speaker.

The logo was launched in 1986 by then Prime Minister Bob Hawke to encourage Australians to buy genuine Aussie products and produce. It's now used by more than 2600 businesses and appears on some 20,000 products sold in Australia and around the world.

Over the past 3 decades the logo has achieved some important



milestones – including the introduction of the Australian Grown descriptor in 2007 and the incorporation of the logo this year into the Government's new food labelling scheme, which will see it on the labels of nearly all

Australian food products by the time the new scheme becomes compulsory on 1 July 2018.

The logo, which is universally recognised (98%) and trusted (89%), also features heavily in export markets particularly throughout Asia where consumers are interested in Australia's enviable reputation for safety and quality. The AMAG logo helps establish that immediate connection to Australia.

Ian Harrison, Chief Executive of Australian Made Campaign Limited (AMCL) says the logo continues to play its pivotal role.

"The logo has been helping to establish that immediate connection between Australia and its products for 30 years. It has been great for business and great for consumers," says Mr Harrison.

"Manufacturing products and growing produce locally still underpins our community. Buying Australian means reinvesting in that community and this helps to

create employment opportunities and wealth."

In keeping with the logo's celebrations at the Australian Chamber of Commerce and Industry dinner, Mr Turnbull was presented with some limited edition Australian Made Coopers Vintage Ale.



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CEO of the Australian Chamber of Commerce and Industry elected to the Australian Made Board

The Australian Made Campaign, the not for profit organisation that administers and promotes the iconic Australian Made, Australian Grown (AMAG) kangaroo logo, held its annual general meeting in November 2016 in Canberra.

The Chief Executive Officer of the Australian Chamber of Commerce and Industry, James Pearson, was elected to the Board filling the vacancy created when Michele Levine, the CEO of Roy Morgan Research decided not to seek re-election following the completion of her current term.

The Australian Made Campaign's Board consists of ten Directors, elected by the organisation's 11 Governing Members – the Australian Chamber of Commerce and Industry and its network of State and Territory Chambers, and the National Farmers' Federation.

The board members following the AGM are;

■ Glenn Cooper AM (Chairman),

Executive Chairman, Coopers Brewery Ltd (Adelaide)

■ Allyn Beard (Deputy Chairman), Company Director, A.H. Beard Pty Ltd (Sydney)

■ Neil Summerson AM (Treasurer), Company Director and former Chairman, Bank of Queensland (Brisbane)

■ Nicki Anderson, MD, Head of Major Donor Partnerships, Australian Red Cross (Melbourne)

■ Kate Carnell AO, Australian Small Business and Family Enterprise Ombudsman (Canberra)

■ David Gray AM, MD, David Gray & Co Pty Ltd (Perth)

■ Richard Holyman, CEO, Martin & Pleasance (Melbourne)

■ Robert Hutchinson, State Manager, ParexDavco (Australia) Pty Ltd (Brisbane)

■ James Pearson, CEO, Australian Chamber of Commerce and Industry (Canberra)

■ Fiona Simson, President, National



Farmers Federation (Northern New South Wales)

Mr Harrison also issued a special thanks to Michele Levine for her contribution during her time served as director.

"Michele has provided invaluable guidance on the campaign's marketing initiatives, and her insights into the Australian marketplace were greatly valued. It is sad to see her leave the Board," Mr Harrison said.

Australian Made supports the 54th National Export Awards

Australian Made Campaign Chief Executive, Ian Harrison, presented the Manufacturing Award at the 54th Australian Export Awards held in Brisbane in November 2016.

This year the award was presented to Aim Lab Automation Technologies who design and manufacture robotic instruments used in pathology and industrial labs.

The awards were hosted by the

Hon. Steven Ciobo MP, Minister for Trade, Tourism and Investment with Envato recognised as the Australian Exporter of the Year.

"The Australian Made Campaign congratulates all of the winners on their achievements," Mr Harrison said.

2016 marks the 17th consecutive year that Australian Made has proudly sponsored the Australian Export Awards; and all associated with the Australian Made, Australian Grown logo are very proud of that.



Australian Made Campaign wins legal action against counterfeiters

The Australian Made Campaign Limited (AMCL) has successfully taken legal action against importers of counterfeit EAORON skincare products.

18 consignments of the products sent from China were recently seized by the Australian Border Force (ABF) because they carried the Australian Made, Australian Grown (AMAG) logo and therefore triggered an intercept order in place by arrangement between AMCL and ABF.

The consignments included over 5,000 units of the skincare products with an estimated retail value of more than \$150,000.

AMCL successfully took legal action to prevent some of the seized goods being released to the importers. All the seized goods have now been destroyed.

The products were copies of genuine EAORON skincare product manufactured by Australian United Pharmaceuticals Pty Ltd (AUP) and carried the AMAG logo. Australian

Health Industry Co. Pty Ltd (AHI), the owner of the EAORON trade mark, says that when the matter was brought to its attention, it immediately suspected the products were counterfeit on the basis they were being imported from China, whereas all products in the EAORON range are manufactured in Australia. Subsequent testing of the seized products confirmed that they were counterfeit. AHI has warned consumers to be wary of counterfeit products as they are never of the same quality and are not required to comply with the same standards and controls as genuine goods.

AMCL believes the products were to be sold into China, giving the appearance they were from Australia. Genuine Australian products, especially those that carry the Australian Made logo, attract a premium in Asian countries because of Australia's reputation for high quality products and best practice manufacturing.

Australian Made Chief Executive, Ian Harrison says it's Australia's excellent



reputation which makes us a target for copycat manufacturers and frauds.

"Consumers look for the Australian Made logo to identify genuine Aussie products and Australian farmers and manufacturers rely on it to market their products, so it is of the utmost importance that we protect the integrity of the brand," says Mr Harrison.

"Those seeking to copy products and the logo and give the illusion that they are genuine Australian products when in fact they are not should be put on notice."

Notice for licensees with food products – renewing your licence

On 1 July 2016, the Australian Government introduced new country of origin labelling requirements for food products sold in Australia.

Businesses have until 30 June 2018 to comply with the new requirements. Any labels applied to food products after this date will need to comply with the new country of origin labelling requirements.

AMCL cannot renew licences to use the AMAG logo on food products beyond 30 June 2018, except where the products are intended exclusively for export.

If you will be changing over to the new food labels, AMCL may charge you a reduced licence fee.

For example, if your current licence expires on 31 July 2017 and you want to continue using the AMAG logo right up until the end of the transition period, you would only need to pay for 11 months, i.e. from 1 August 2017 to 30 June 2018.

If you will be transitioning earlier, you would also pay a pro rata fee. For example, if your current licence expires at the end of May 2017 and you expect that all your products will be carrying the new labels by the end of September, you would

only need to renew your licence for the 4 months between June and September.

If your food products are only sold in export markets, you have the choice to continue using the AMAG logo (which requires an annual licence fee) or relabelling with the new government labels (no fee required). We understand that this is complicated and confusing for licensees. For this reason, we are asking that you contact us before your renewal is due so that we can tailor a solution to fit your situation.

Please call AMCL on 1800 350 520 or 03 9686 1500 or email info@australianmade.com.au

Queensland takes out the National Australian Made Foundation Cup

The Queensland boys and girls teams have won the national Australian Made Foundation Cup after a series of playoffs that took place at the West Lakes Tennis Club in South Australia.

The awards were presented at the World Tennis Challenge, held at Memorial Drive, by Australian Made Campaign Chief Executive Ian Harrison and tennis great Judy Dalton.

The winning teams:

BOYS

- Haru Sonton, Pacific Pines
- Alec Braund, Maryborough

- Jonathon Cha, Parkwood
- Jake Hull, Mount Sheridan

GIRLS

- Amelija Swaffer-Selff, Moura
- Susie Lee, Southport
- Rio Tanabe, Mudgeeraba
- Kristen Cavanna, Pelican Waters

The best and fairest awards also both went to Queensland, with Haru Sonton receiving the John Fitzgerald medal and Susie Lee receiving the Judy Dalton medal.

The Australian Made Foundation Cup gives children 13 and under from across rural and regional Australia the opportunity to

participate in competitive tennis at the highest level.

The tournament forms part of the Australian Made Summer of Tennis, an initiative of the Fed Cup Foundation and the Australian Made Campaign.

"The Australian Made Summer of Tennis celebrates local talent – and Australia has a lot to be proud of," Australian Made Campaign Chief Executive, Ian Harrison, said.

"We produce some of the best quality products in the world, and our home-grown athletes are no exception."



Latest news on Code of Practice

The Competition and Consumer Amendment (Country of Origin) Bill 2016 has now become law.

The Bill amends the country of origin 'safe harbours' set out in the Australian Consumer Law.

Previously, for a product to be labelled "Made in Australia", at least 50% of the cost of production must have been incurred in Australia

and it must have been substantially transformed here.

The 50% cost of production test has been removed and substantial transformation is now the sole criterion.

The definition of "substantial transformation" has also been revised.

The latest changes mean the Australian Made Campaign (AMCL) will need to update its Code of Practice to ensure that it is consistent with the law.

Work is continuing on this and we will update you with changes as they happen.

The amendments to the law are intended to complement the new food labelling system which was introduced in July last year but they apply to all products, food and non-food.

If you have any questions about the new provisions, please email compliance@australianmade.com.au.

Contact us on 1800 350 520 or email info@australianmade.com.au