



## AUSTRALIAN MADE

### Why Australian Made is important

Australia produces a lot of great products such as clothes, toys, health and skincare, fresh flowers, furniture, building materials, even trucks and caravans!

Australian Made encourages people to look for Australian products when they go shopping. Country of origin labels (labels that tell us where a product is from) help customers know whether a product is genuinely made or grown in Australia. Choosing to buy Australian products means we support the Australian economy and workers. One of the world's most familiar country of origin labels is the green triangle with the gold kangaroo - the Australian Made, Australian Grown logo. You've probably seen it before, it looks like this:



### What does 'Country of Origin' mean?

The 'country of origin' of a product is where it was manufactured, produced or grown. Country of origin labelling is a way to tell consumers (shoppers) about the origin of the product they are buying so they can make informed decisions.

Interestingly, country of origin labelling (sometimes known as 'place-based branding' or 'made-in... statements') has an ancient history. Archaeologists have found examples of 4,000 year old packaging that identified the place of manufacture. That's a long time ago!

Country of origin labels began as simple stone seals attached to products. The stone indicated where the product was made or by whom. Over time, stones were replaced by clay seals which had images pressed into them. The images were associated with the identity of the producer and an indicator of the product's quality. For example, an object found in a royal burial tomb in Abydos (southern Egypt) which dates back to around 3,000 BCE (Before Common Era), has brand elements that would be familiar to today's consumers. Is this the first example of logos being used?

As time progressed, the labels evolved into more formal versions that provided consumers with information about the manufacturer, country of origin and product quality. Today, there are many rules and regulations that must be followed when labelling products.



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The Australian Made logo is a well-known and trusted country of origin certification. When you see this logo on a product, you can trust that it is authentically Australian.

### Why does it matter where something was made?

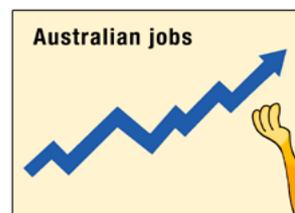
So now you know how to work out where a product comes from, but why does it matter?

There are some big reasons why you should buy Australian products whenever you can: quality and safety, and because it's good for the economy.

#### Quality and safety

Our manufacturers, farmers, fishermen and processors make some of the best products in the world.

Australia has high safety and quality standards which are set in law (this means they have to be followed), so products and produce that have been manufactured or grown locally must meet these standards. Also, Australian products usually come with local customer support, so if you need spare parts or repairs, the supplier is just a phone call away.



#### Good for our economy

When you buy Australian products, the value you spend stays in Australia. But what does this actually mean?

- You are supporting Australian jobs. The company that produces the product can employ more Australians.
- If more Australians have jobs, it means families are likely to have more money to do fun things like go on a holiday, go out for dinner or a movie, and pay for things like ballet classes, sporting club membership, as well as the weekly groceries and bills.
- The company and employees will pay tax to the Government. This means there is more money to spend on things like hospitals, sporting facilities and schools.

As you can see, it makes sense to buy things that are made or grown in Australia.



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### What does Australian law say about labelling?

Businesses can say anything on their label as long as it is not false, misleading or deceptive. In other words, their claims must be truthful.

For example, a cricket bat company can say 'Use the bat that the Australian cricket team uses' as this is not misleading (as long as it is the brand used by the team). However, they cannot say that it will make you play like an Australian cricketer. This might be misleading.

Many businesses make country of origin claims about their products. Sometimes this is by choice and other times they have to (because it is a legal requirement). Linking a product with a country is one way that businesses can stand out from their competitors.

A country of origin claim is considered a 'premium claim' as it is used to infer (make us think) that a product is of a particular quality or has an added benefit when compared to other products. Think of the idea of 'Swiss chocolate', 'Made in Italy' for pasta sauce or 'Made in Japan' for electronics. This makes us think that the product will be more delicious or of higher quality because the country where it was made is famous for those products.

When it comes to country of origin claims, it is up to individual businesses to determine what type of claim they can make. However, in Australia, there are a variety of different laws that may affect the origin claims businesses can make about their goods. Australian Consumer Law (ACL) is one of them. So when a business thinks about what type of labelling they want to put on their product, they must consider each ingredient or component and also the country or countries in which any manufacturing or processing has occurred.

