



## AUSTRALIAN MADE

### The Australian Made, Australian Grown logo

The Australian Made, Australian Grown logo helps consumers (people wanting to buy something) recognise if a product is made or grown in Australia. It is a registered trademark that can only be used if a company's products have been approved by Australian Made. This is so people can trust that when they see the logo, the product really is Australian.

The green and gold kangaroo logo is used with different 'descriptors' or words written underneath it. There are five different descriptors that provide details about the product. The two most common are 'Australian Made' and 'Australian Grown' – the others are 'Product of Australia', 'Australian Seafood', and 'Australian' which is only for use overseas.

The **'Australian Made'** descriptor means:

- The product has undergone its last 'substantial transformation' in Australia (for example, shoes that are made in Australia from imported leather).



The **'Australian Grown'** descriptor means:

- All of the product's significant ingredients are grown in Australia; and
- All, or nearly all, of the processing has been carried out in Australia.



The **'Product of Australia'** descriptor means:

- All of the product's significant ingredients come from Australia; and
- All, or nearly all, of the manufacturing or processing has been carried out in Australia.



The **'Australian Seafood'** descriptor means:

- The product is a seafood product; and
- All of the product's significant ingredients are grown or harvested in Australia; and
- All, or nearly all, of the processing has been carried out in Australia.





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The **'Australian'** descriptor means:

- This is only used on exported products (products sent overseas)
- The product meets the criteria for one or more of the other descriptors.



### What is 'substantial transformation'?

To be able to claim 'Made in Australia' status, a product must pass the 'substantial transformation' test.

Goods are substantially transformed in a country and can safely make an 'Australian Made' claim if:

1. they were 'grown in' or 'produced in' Australia, or
2. as a result of processing in Australia, the goods are fundamentally different in identity, nature or essential character from all of their imported ingredients or components.

This sounds a bit technical, so let's look at an example:

- A business imports some wood into Australia and sells it as it is.

The wood *cannot* be labelled an Australian made product.

- A business imports some wood into Australia. The wood is treated, cut, assembled into a table and painted in Australia.

The table *can* be labelled as Australian made because the imported wood has been 'substantially transformed' from wood into a piece of furniture.





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### What sort of items are produced in Australia?

You may be surprised at all the different types of products that are produced in Australia. Check this out:

INDUSTRY	PRODUCTS
Sheep	Wool, meat and leather
Cows	Leather, beef and dairy
Cotton	Clothing
Mining	Iron ore, steel and other metals
Soft furnishings	Beds and bedding, pillows
Automotive	Trucks, buses, trailers, caravans
Food	Crops, fruit, vegetables, meat, dairy, seafood, poultry
Chemicals	Agricultural and industrial chemicals, cleaning products, paints
Forestry	Plantation-produced wood, paper
Plants	Nursery plants and cut flowers
Skin-care	Sunscreen and skin creams, beauty products, baby products
Pet care	Pet food, toys, accessories and dietary supplements
Heavy industry	Metal products, tools, parts
Domestic building	Houses, shops, offices and factories
Science, Education and Technology	Electronics and scientific innovation



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INDUSTRY	PRODUCTS
Energy	Electricity, gas, coal and oil
Medical/dental	Medicines, medical equipment, vitamins, supplements
Arts & Literature	Music, books, theatre, paintings, arts and crafts
Sporting equipment	Balls, surfboards, goalposts, training bags

How many of these items do you or your family buy or use regularly? Could you swap to Australian made products?

### History of the Australian Made, Australian Grown logo

The Australian Made logo celebrated its 30th anniversary in 2016, but the promotion of Australian made products can be traced back over 100 years.

The benefits of buying Australian made products have been promoted in Australian Parliament since Federation (1901), and in the 1930s various groups of manufacturers came together and decided it would be a good idea to let people know about Australian made products. They did this through a series of advertisements.

Then, in 1961, a national campaign known as 'Operation Boomerang' was launched by the Associated Chambers of Manufactures of Australia. The boomerang logo was used by Australian manufacturing companies to show people that the goods were made in Australia, and to encourage them to buy locally made products.



1961



1986



2007

In 1986, the Australian Government at the time decided that a new logo was required. It got a Melbourne graphic designer, Ken Cato, to design a green and gold Australian Made logo that featured a kangaroo inside a sharp-cornered triangle (very similar to the current logo).



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In 2007, new rules were written to introduce an 'Australian Grown' version of the logo for fresh foods grown in Australia. The logo was renamed the Australian Made, Australian Grown logo. Some small changes were made to the logo's design; the corners of the triangle were rounded and the shape of the kangaroo was changed a little bit.

In 2018, independent research found that almost all Australian consumers (over 99%) recognised the logo, and it is the logo which gives most Australian consumers (86%) strong confidence that a product is Australian.

Since July 1, 2018, it is a requirement that a new 'country of origin' label appears on many food products (including fresh food). The label will include the Australian Made, Australian Grown logo (the familiar kangaroo) along with the percentage of the ingredients are Australian.

Use of the Australian Made, Australian Grown logo continues to grow, with more than 2,700 businesses using it on over 25,000 products sold in Australia and export markets around the world.

