



## AUSTRALIAN MADE

### Lesson Ideas

Below you will find a selection of curriculum-linked lesson ideas written for primary and middle years students, on the topic of Australian Made.

Accompanying activity sheets have also been developed.

### Broad learning outcomes

Using this curriculum material will assist students in achieving the following broad learning outcomes:

- Students will consider how they can contribute to the Australian community and economy by supporting Australian products.
- Students will learn about the history of manufacturing in Australia.
- Students will explore logos and how these are used to inform and persuade.

### English

- Students to build their vocabulary by finding definitions for the words/terms on the **'Australian Made lingo'** activity sheet. Defining these terms will help them read and comprehend the information on the fact sheets.
- Students to view past Australian Made advertisements or launch videos (these can be found on YouTube). Identify the choices the creators have made (e.g. music, images, voice over, colour, celebrity endorsements etc.) and discuss how they contribute to the effectiveness of the ads? Students may wish to make their own print, radio or television ad to promote buying Australian.
- Students to discuss the following aspects of logos:
  - Why are they used?
  - Which logos are most readily recognised by the students?
  - What benefits does a well-designed and recognised logo bring to a company?
  - How do logos evoke emotion or encourage loyalty to a brand?

Following this discussion, analyse the Australian Made, Australian Grown logo. Why do students think it is so effective?



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- Students to read one or more of the fact sheets then complete the corresponding comprehension activity sheet/s:
  - **'Australian made and grown – it's important'**
  - **'Looking at the logo'**
  - **'Manufacturing in Australia'**
- Students to write a few sentences describing how each of the Australian Made, Australian Grown logos can be used. This can be done on the **'Logo explanations'** activity sheet.
- Students to complete the **'KWL chart'** activity sheet.
- Students to write a short story or poem about 'a day in the life of the Australian Made kangaroo'.
- Students to complete the **'Amazing Aussie inventions crossword'** activity sheet.
- Students to write a character profile for the Australian Made kangaroo. This can be done on the **'Australian Made kangaroo character'** activity sheet and could include character traits, likes, dislikes, favourite song, favourite foods, hobbies, favourite Australian animal, favourite colours, favourite online game etc. Students could then share their profiles with the class.

## Mathematics

- Students to use catalogues from home to identify Australian products, then research the price differences between Australian and imported products.
- Students to complete the **'How familiar is the logo?'** activity sheet, surveying classmates, friends or family. Students to share their results with the class and collate the results in graph format.
- Students to complete the **'Coordinates drawing'** activity sheet. Students may also wish to create their own coordinate graph of an Australian Made or Australian Grown product.
- Students to complete an Australian Made and Australian Grown audit of their home. How many products do they have or use that carry the Australian Made, Australian Grown logo? Sort and classify the products.



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- Students to use the **'Australian Made triangular pyramid'** descriptors template to make their own 3D Australian Made, Australian Grown logo triangular 'dice'.
- Students to complete the **'Crack-the-code'** activity.

### Science

- Students to research and list the types of produce that are farmed or grown in Australia. What is it about our climate or conditions that make it possible to grow/produce these foods?

### Humanities and Social Sciences (History, Geography, Civic and Citizenship, Economics and Business)

- Students to research the history of manufacturing in Australia. When did it begin? Which products do we manufacture in Australia? How does the chosen industry contribute to Australia's national identity?
- Students to read the 'History of manufacturing in Australia' fact sheet, create a timeline of the events and then chose one or more of them to research further. Examples include:
  - the great depression
  - World War I or II and how it influenced Australia's manufacturing industry
  - the demise of the car manufacturing industry in Australia
  - tariffs and their effect on trade
  - Australia's trade relationship with Asia.
- Students to explore the origins of Australian Made and record key events on a simple timeline beginning with the year 1930.
- Students to investigate the environmental impacts of buying locally made or grown products versus imported products. Consider raw materials, manufacturing processes, waste management and energy used for transportation.
- Students to discuss reasons why they think Australians prefer to buy Australian products.
- Students to explore the Australian Made website ([www.australianmade.com.au](http://www.australianmade.com.au)) to discover which regions around the world import products from Australia that are certified Australian Made and Australian Grown. On a world map, highlight or mark these regions and include a list of products.



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- Students to debate the advantages and disadvantages of buying Australian products for various areas of the community.
- Students to observe which retail outlets in their local area stock products that are certified to use the Australian Made, Australian Grown (AMAG) logo. Students to report their findings to the class. You may wish to visit one of the retailers and ask the following questions:
  - Why do you stock Australian products?
  - What are the most popular products?
  - Why do you think people like to buy products that are certified to use the AMAG logo?
- Students to visit [www.australianmade.com.au](http://www.australianmade.com.au), go to the 'resources' section and select a case study of a business licensed to use the Australian Made, Australian Grown logo. Brainstorm questions students would like to ask the owner of the company and send them in a letter or email. It might also be possible to invite a representative from a company to speak to the class via phone, web conference or in person.
- Students to complete the '**Products I use**' activity sheet and compare their results.
- Students to complete the '**Australian v imported Venn diagram**' activity sheet. As a class discuss any interesting findings.

## The Arts (Dance, Drama, Media Arts, Music, Visual Arts)

- Students to discuss colour and its effective use in logos. Why are certain colours or combinations used regularly? Look at complementary colours and research colour psychology – what do different colours mean, alone or together? How do particular colours make you feel? Why did the Australian Made, Australian Grown logo use green and gold?
- Students to design their own Australian Made, Australian Grown logo and then write a short explanation of the reasoning behind their design.
- Students to produce a song or jingle that highlights the benefits of buying Australian products.
- Students to draw the Australian Made kangaroo character in a scene where it is obviously enjoying interacting with, or eating, products made and/or grown in Australia.



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### Technologies (Design and Technologies, Digital Technologies)

- Students to design the layout of a store that only sells products certified to use the Australian Made, Australian Grown logo. Decide which products they would stock and develop a plan for the layout of the store.
- Students to choose an Australian product and design appropriate packaging for it. Don't forget to include the correct Australian Made, Australian Grown logo. How large should the logo be and how many times should it appear on the packaging and why?
- Students to design and make a brochure to encourage their classmates or family to buy Australian products.
- Students to research an Australian invention that is still produced/manufactured in Australia. Who invented the product and what impact has it had on life in Australia or around the world? There are many examples to choose from on the 'Amazing Australian Inventions' fact sheet.

### Health and Physical Education

- Students to organise an 'Australian lunch day' which encourages students to only bring foods/products that have a country of origin label that shows more than 50% of the ingredients are Australian.
- Students to investigate Australian made products that have become important to the health and fitness industry in Australia. What are they? Where were they invented? What makes them great?