

Industry bodies form an alliance in support of Aussie business

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Melbourne 23 April 2015. Two powerful influences in Australian industry, Family Business Australia and the Australian Made Campaign, are coming together in partnership to help foster business collaboration and offer improved access to resources.

Approximately 70%* of Australian businesses are family businesses, many of which manufacture and grow the products they sell in Australia.

Australian Made Campaign Chief Executive, Ian Harrison, said that because both organisations shared the same goal of helping those businesses achieve success, it made sense for the two organisations to be aligned.

“The more we collaborate to help support Aussie growers and manufacturers, the better their chances of succeeding will be – the Australian Made Campaign is very much a collective effort, so the more businesses involved, the stronger the impact,” Mr Harrison said.

“The Australian Made Campaign looks forward to working with Family Business Australia to help further strengthen the important contribution that family businesses make to the Australian economy and local communities.”

Family Business Australia Chief Executive, Robin Buckham, said she was proud to be working with the Australian Made Campaign to help grow stronger and healthier family businesses.

“Our organisations both work with a wide variety of Australian industries, and there are clear synergies we intend to expand on and develop,” Ms Buckham said.

Leveraging heritage and country-of-origin branding can provide Australian businesses with powerful competitive advantages, and both organisations provide businesses with marketing tools to help them capitalise on those assets.

Roy Morgan Research[^] shows increasingly, Australian shoppers want to buy locally made and grown goods, and the desire to support local businesses[#] plays a key

role in that.

The [National Family Business Australia Conference in August](#) will focus on country-of-origin branding, with key participation from the Australian Made Campaign. There are also state-based conferences held throughout the year, the next of which will be held in [Victoria on the 8th of May](#).

To find out more visit www.australianmade.com.au or www.fambiz.org.au.

[*Family Businesses in Australia – different and significant: why they shouldn't be overlooked](#)
^ <http://www.roymorgan.com/findings/6166-would-you-buy-food-labelled-made-in-china-201504072259> ^ <http://www.roymorgan.com/findings/5685-aussies-more-receptive-to-foreign-made-products-201407162304>
^ <http://www.roymorgan.com/findings/australian-made-all-the-way-201305060449>
[#Roy Morgan Research for Australian Made Campaign Ltd](#)

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only

registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

www.australianmade.com.au

ABOUT FAMILY BUSINESS AUSTRALIA

Family Business Australia is the peak body committed to contributing to Australia's future through a dynamic and sustainable family business community.

The organisation does this by facilitating and engaging resources and channels that promote success and foster sustainability and longevity. Programs and products are developed to build stronger families and healthier businesses.

It aims to provide access to specialist family, business and technical services and generate opportunities for families in business to learn and grow by networking and sharing with their peers.

www.fambiz.org.au