



## PRIME MINISTER

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**PRIME MINISTER'S SPEECH FOR THE  
LAUNCH OF AUSTRALIAN MADE ADVERTISING CAMPAIGN  
SYDNEY - 3 NOVEMBER 1989**

More than three years ago, when I launched the Australian Made Campaign at the Opera House, I was in the company of some truly great Australians. Their presence symbolised the excellence and commitment required for the achievement of national success in an increasingly competitive world.

Today's occasion is somewhat more modest, for it is a launch of a new Australian Made advertising campaign. But the two Australians here with us today, who feature in the new Australian Made advertisements, have achieved the same order of excellence as those gathered with me back in August 1986. I refer, of course, to Kay Cottee and Dick Smith. By any measure Kay and Dick are great achievers, they have made Australians proud of them and they are giving back to their country which has created the opportunity for the success they have enjoyed.

I thank you, Kay and Dick, for your contribution to this most important campaign.

At the launch in 1986 I expressed confidence that the Australian Made Campaign would be successful in helping persuade customers to buy Australian made products where they represented value for money. The message was - and still is - stop and compare. If the Australian product is competitive with the imported variety in both price and quality terms, then go for the Aussie product. The campaign has never exhorted consumers to buy Australian made, regardless of price and quality. Rather, it has sought to raise awareness of the national benefits from buying Australian.

By any objective measure, the campaign to date has been an outstanding success. It is not easy to estimate how much import replacement has occurred as a result of the campaign; in fact, it's impossible. But the survey work we have done suggests there is over 90 per cent awareness of the green and gold kangaroo logo, and buying behaviour has been significantly affected by the campaign.

Another indication of the success of the campaign is the number of Australian Made licensees: over 1600 manufacturers, producing in excess of 30,000 products.

Despite this very substantial achievement, the time has come to reinvigorate the campaign. We do not accept the argument of the conservative political parties that there is no role for public funding for the campaign. Industry will participate, but government has a responsibility to reinforce in the minds of the public the national advantages of buying Australian. This is what the new phase of advertising does.

The new funding we have committed to the campaign, amounting to \$2.4 million, takes the total commitment of my Government to \$8.7 million. Like a good Aussie product, I consider that to be value for money.

The new advertising phase begins this Sunday and will go through November into early December. A special promotion called Give Australian Week will be conducted nationally, starting 27 November. This is designed to encourage all Australians and tourists to consider Australian Made products when purchasing gifts in the lead-up to Christmas.

The Australian Made campaign will be promoted throughout the next 12 months and I have every reason to believe it will achieve even greater success than it has enjoyed to date.

Finally, I would like to commend Norm Spencer of the Advance Australia Foundation, who has been with the campaign from the very start. The dedication of Norm and his small team has much to do with the success of the campaign and I am sure the Advance Australia Foundation will continue to make a valuable contribution to this most important project.

It gives me a great deal of pleasure to be associated with this launch of the Australian Made advertising campaign.

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