

AN AUSBUY SEMINAR

2nd April 2008 - 9.30am
North Sydney Club,
88 Berry Street
North Sydney



Effective Marketing for Australian Owned Companies

Ausbuy is the peak body representing Australian owned companies. We are a non profit organisation established to support and promote Australian owned organisations and brands.

We encourage the public to support Australian companies, create awareness of the sell off of icons and brands overseas, lobby government and report on the economy. We also produce the Ausbuy Guide to Australian owned goods and services and we manage logos for the use of Australian organisations.

Ausbuy is hosting a seminar titled **Effective Marketing for Australian Owned Companies** which is designed for junior to mid level marketing staff as well as the directors of smaller organisations or those just starting up. The seminar will feature presentations by important stakeholders and industry representatives.

Topics covered include: The logo maze, improving distribution, how to get your product into stores, understanding how different retail outlets work, differentiation of your product in a competitive and crowded market, facing competition from overseas, using patriotism to your advantage, exporting your Australian product, how to market your product to a conscious buying public and organisations that can assist you to develop your business.

Event Details:

2nd April 2008 - 9.30am
North Sydney Club,
88 Berry Street North Sydney
\$125 Ausbuy members
\$150 non members
*(preference will be given to members
when taking bookings)*
includes lunch, afternoon tea and drinks

Speakers include:

- Representative from IGA Supermarkets
- Representative from AusIndustry
- Andrew Mitchell, Group Marketing Director, Manassen Foods
- Katie Hooker, Partner, Only Australian Groceries
- Derick Frere, Managing Director, Star Advertising
- Ross Tubnor, Sales Director, Gulf Western Oil
- Mike Gallagher, Managing Director, Ausbuy

Places are strictly limited

Please complete the enrolment form overleaf and return to Ausbuy
PO Box 589 Milsons Point NSW 1565
(02) 9954 6144
info@ausbuy.com.au

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Yes please enrol me in Effective Marketing for Australian Owned Companies

Name:

Position:

Company:

Address:

Telephone:

I enclose a cheque for \$

Please charge my credit card \$

____/____/____ ____/____/____ ____/____/____ ____/____/____ expiry date ____/____

Please indicate if you are travelling from out of Sydney and would like information on

accommodation and parking in the vicinity:

Please indicate if you require more forms for other company employees:

Please indicate if you have any specific dietary requirements: