



**AUSTRALIAN
OWNED**

2022 FEDERAL ELECTION

STATEMENT OF PRIORITIES

ABOUT US

AUSTRALIAN OWNED

Australian Owned is cause-driven with a mission to support the Australian business community. We exist to give businesses the tools to grow, assisting to strengthen communities through jobs and investment, contributing to the long-term prosperity of this country.

How do we do this?

We licence businesses to use the Australian Owned Certified logo to promote their business and products in Australia and overseas. Australian Owned certification is suitable for all business types, from manufacturing to service providers. The use of the award-winning Australian Owned Certified (AO) logo for business evokes trust and confidence because of the stringent certification process.

We are Australia's only trusted and transparent certification system that ensures business and products are genuinely Australian owned and made. This transparency ensures that dollars spent supporting these businesses stays in Australia, growing the Australian economy and contributing to the long-term prosperity of our country.

Why do we do this?

We are passionate about profits staying right here in Australia and concerned that current policies don't actively ensure this. When businesses are genuinely Certified Australian Owned, profits stay here and are reinvested here, supporting Aussie jobs and growing the economy.

Why is transparent Certification and Manufacturing important?

Because ownership matters and manufacturing matters. It matters to businesses and it matters to consumers. When a business applies for certification with Australian Owned for their service or product, a qualified compliance team breaks down complex company structures and guarantees Australian ownership as well as confirming that the business has demonstrated significant and considerable Australian influence in their business operations. The support of AO's business and product certification demonstrates that this level of stringent due diligence is wanted by the Australian business community and the consumer, providing the desired guarantee that they are supporting genuine Australian businesses.



INVEST IN AUSTRALIA

IT'S TIME

If there was ever a time to support certified Australian products and Australian businesses, it's now. During the pandemic, we saw the best of Australians supporting Australians. But we've also seen some of the holes in our economy exposed.

COVID lockdowns have highlighted the gaping holes in worldwide distribution and supply chains. COVID has made clear that in a rapidly changing geo-political landscape, Australia must be a country that makes more things here and supports genuine homegrown businesses and industries.

Australians want confidence that the businesses they support are Australian because they are genuine about investing in their own country. Too often we see profits meant for Australia, sent offshore with multinationals paying little tax. While large, foreign-owned multinational companies will always exist, they are the first to ship jobs and operations offshore when cheaper options become available.

After the next Federal Election, we are calling on the new Government to implement procurement policies and programs to ensure Australian owned and operated businesses are given priority weighting when bidding for government contracts and tenders. Equally important is the requirements that ownership and manufacturing is qualified.

Whilst the current public sentiment and Government support for Australian owned and made is encouraging, there continues to be broken links in government procurement frameworks around the country.

We strongly support action towards a Federal Government Procurement Policy that puts Australian businesses first. We strongly encourage the incoming Federal Government to develop an integrated cross-departmental, collaborative, and cross-sector policy framework that provides stronger and more active support for the Australian business sector.

These two priorities have been developed through extensive consultation and collaboration with the Australian Owned Certified business network, as well as feedback received from our consumer-based audience of 1.7 million Australian group member

When support and investment is directed towards genuine Australian owned companies it is directed towards our local economy. Ultimately, this translates into more jobs, more productivity, and more opportunities for our country – and that's great news.

ELECTION PRIORITIES

Support Australian Business: the backbone of the Australian economy

1

PRIORITY ONE

Changes to Federal Government Procurement Policy

Challenges & Opportunities

- The Australian Government has spent more than \$190 billion on government contracts over the last three financial years indicating that procurement policy is a major economic lever available to drive the economic recovery from COVID-19
- Between 2015 and 2020, 95 per cent of the top-20 infrastructure projects worth more than \$500 million were delivered by foreign-owned companies.
- Foreign companies put the interests of their home country in front of Australian interests.
- Currently, Australian legislation prevents the Federal Government from taking direct action to favour Australian businesses, which in turn hurts our economic growth and national sovereignty.
- Due to lack of cohesive process, governments on all levels are unable to work together to support Australian owned business and manufacturers with active procurement.

Our Recommendations

- Overhaul current government procurement policies to maximise opportunities for Australian businesses in major infrastructure projects in response to the report from the Inquiry into Procurement Practices for Government Funded Infrastructure.
- Give a real advantage to Australian owned businesses that are making genuine Australian products and services through the government procurement process.
- Review existing government procurement policies and procedures to assist and enable genuine Australian owned businesses to break free from the challenges they face when competing against professionally qualified writers from large multinational companies.
- Maximise small to medium Australian business project fulfilment opportunities through the thorough breakdown of works to scope and identify increased opportunities for the total (project) number of individual businesses participation opportunities.
- Review existing ownership examination processes to ensure the accuracy of practices to strengthen the transparency and reliability of subsequent reporting.

SIP N GRAZE AO1126, IME Natural Perfume AO1557, Aussie Pens N Things AO5478



PRIORITY TWO

Transparency in Australian Business Qualification

Challenges & Opportunities

- Too often we see profits meant for Australia, sent offshore with multi-nationals paying less tax than Australian businesses.
- Current Government policies surrounding qualification of Australian ownership has no official certification process to ensure businesses are genuinely Australian owned.
- Whilst 91.1 per cent of the contracts in 2020-21 were awarded to businesses with an Australian address there is no accurate process to deem those businesses met acceptable ownership criteria.

Our Recommendations

- Introduce mandatory full ownership disclosure at the time of application with supporting evidence in the form of official certification.
- Strengthen existing processes around self-nomination of Australian ownership, by adopting an internal or external auditing process.
- Officially acknowledge and recognise Australian Owned Certification as a source of truth to validate ownership claims in procurement practices.

Critical Input AO1833



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