



Australian Government

Department of Finance

The Treasury

PUBLIC RELEASE OF 2019 ELECTION COMMITMENT COSTING

Name of proposal costed: Australian Made Export Campaign	
Costing Identifier:	COA035
Summary of costing:	<p>The proposal would provide \$5.0 million over four years from 2019-20 to the Australian Made Campaign Ltd (AMCL) to develop and deliver an Australian Made Export Campaign for the benefit of exporters.</p> <p>The funding would support AMCL to deliver activities including:</p> <ul style="list-style-type: none">- promotion of the Australian Made logo (the logo) to Australian businesses domestically as an export tool;- registration of the logo as a trademark in additional countries, including where Australia has a Free Trade Agreement or where one is being developed;- marketing and promoting the logo in overseas markets in conjunction with Austrade and other agencies; and- research and evaluation of the effectiveness of the logo and promotional activities.
Ongoing or Terminating (including date) (a)	Terminating on 30 June 2023.
Person making the request:	Prime Minister.
Date costing request received:	9 May 2019.
Date of public release of policy:	6 May 2019.
Date costing completed:	13 May 2019.
Additional information requested (including date):	Not applicable.
Additional information received (including date):	Not applicable.

(a) Ongoing policies continue indefinitely (until a decision is made to cease or alter the program). Terminating measures end on a date set out in the initial policy and a further decision is required to continue the program beyond this date.

Financial implications (outturn prices) (b)

Impact on	2018-19	2019-20	2020-21	2021-22	2022-23
Underlying Cash Balance (\$m)	0.0	-1.0	-1.5	-1.5	-1.0
Fiscal Balance (\$m)	0.0	-1.0	-1.5	-1.5	-1.0

(b) A positive number for the fiscal balance indicates an increase in revenue or a decrease in expenses or net capital investment in accrual terms. A positive number for the underlying cash balance indicates an increase in revenue or a decrease in expenses or net capital investment in cash terms.

Where relevant, state that the proposal has been costed as a defined or specified amount.

The proposal has been costed as a specified amount.

Where relevant, include separate identification of revenue and expense components.

Not applicable.

Where appropriate, include a range for the costing or sensitivity analysis.

Not applicable.

Qualifications to the costing (including reasons for the costing not being comprehensive).

Not applicable.

Where relevant, explain effects of departmental expenses.

Consistent with the costing request, the costing assumes that any departmental expenses associated with administering the funding to AMCL would be met from within the existing resources of the Department of Industry, Innovation and Science.

Where relevant, explain the reason for any significant differences between the assumptions specified in a party costing request and those used in a Treasury or Finance costing.

Not applicable.

Other comments (including reasons for significant differences between the estimated impact on the fiscal and underlying cash balances).

Not applicable.

Where relevant, include an explanation of the medium term implications of the proposal (c).

Not applicable.

(c) Information on the medium term implications will be provided if the cost of the policy is expected to be significantly different beyond the forward estimates period.

Background information**Costing methodology used:**

The costing assumes that funding would be provided to the AMCL.

In 2002, the Australian Government transferred ownership of the logo to the AMCL via a Deed of Assignment and Management which outlines the conditions under which the AMCL may administer the logo.

Behavioural assumptions used (as appropriate).

Not applicable.