

AAA logo licencing through the swing tag

This information is for parties wanting to engage with the AAA logo “swing tag” for use on authorised products.

Following a council meeting in 2017, the AAA logo was to be licenced in a swing tag for products which met the following requested requirements:

1. Product contains alpaca from Australia
2. Product is completely made in Australia (i.e. Fleece, hide or meat has not left Australia)
3. Product is in a form which is considered a commercial product (i.e. Not bales of fleece)

The second component was stipulated for both chain of custody reasons (guaranteed Australian fibre) as well as to support those members of the organisation who are involved and/or support local manufacturing efforts.

This initiative is consistent with the current boards strategy of working towards building a sustainable industry and company income which is not reliant on membership subscription fees but linked to the success of the market and products. It is also consistent with wanting to promote alpaca products both locally and abroad.

Following a period where take-up was limited due to the perceived value and communication of process, this document aims to show the process by which a party can apply for the logo and how the agreement is audited.

A logo licence form is provided for a product or several product lines. The owner of the business or “seller” must submit the form prior to printing any material associated with the logo. The form is attached.

The licence form will for the products being licenced be required to affirm that the products are sourced from alpacas in Australia and consent to an audit to be conducted if either requested or at random. Fleece products may contain other fibres (e.g. Wool) provided the fibre source is also from Australia and completely processed in Australia to be consistent.

Audits will be conducted by AAA staff either on request by a member to the board or as part of a random assessment to ensure the logo bearers are abiding by this process.

During an audit, the group/business which applied for the logo use will need to disclose the raw source of the alpaca product and the manufacturer who processed it both by name and contact number or email. The AAA staff member will verify by permission contained in the logo licence declaration with the raw supplier and manufacturer and collect information in digital form or records which may be requested by AAA ethics committee or board if action is to be taken. The AAA will not be collecting costs or other commercially sensitive information and will not disclose any sensitive information to any other member including any member who requests for an audit to be done.

To encourage the licence logo and build the brand name surrounding it, the board has currently set the fee for logo at \$0 for the first 3 years or until it is considered that the logo has a value to be charged. It is anticipated that the fees set will then be on a sliding scale according to annual income of the business akin to “Australian Made” campaign. The intent of the AAA is to work towards a sustainable association with income streams not reliant on membership fees but linked to commercial aspects of the industry.

In return for supporting Australian Alpaca, the AAA will:

- list the companies and product category on a specific webpage of the AAA website for licenced logo holders along with a link to the separate pages;
- Allow up to 2 social media entries for promotion of a special event or launch of a product – provided the post contains clear prominent featuring of the logo; and
- AAA will also advertise the logo at least 2 times per year to increase the profile of the logo.



Misuse of the logo will be investigated by the AAA ethics committee and where a member has engaged in conduct unbecoming, the AAA ethics committee or board will take appropriate action.

The AAA Board (June 2018)