



Industry Research and Development (Australian Made Export Campaign Program) Amendment (Export Initiative) Instrument 2025

I, Tim Ayres, Minister for Industry and Innovation, make the following instrument.

Dated 26 June 2025

Tim Ayres
Minister for Industry and Innovation

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1 Name

This instrument is the *Industry Research and Development (Australian Made Export Campaign Program) Amendment (Export Initiative) Instrument 2025*.

2 Commencement

- (1) Each provision of this instrument specified in column 1 of the table commences, or is taken to have commenced, in accordance with column 2 of the table. Any other statement in column 2 has effect according to its terms.

Commencement information		
Column 1	Column 2	Column 3
Provisions	Commencement	Date/Details
1. The whole of this instrument	The day after this instrument is registered.	

Note: This table relates only to the provisions of this instrument as originally made. It will not be amended to deal with any later amendments of this instrument.

- (2) Any information in column 3 of the table is not part of this instrument. Information may be inserted in this column, or information in it may be edited, in any published version of this instrument.

3 Authority

This instrument is made under section 33 of the *Industry Research and Development Act 1986*.

4 Schedules

Each instrument that is specified in a Schedule to this instrument is amended or repealed as set out in the applicable items in the Schedule concerned, and any other item in a Schedule to this instrument has effect according to its terms.

Schedule 1—Amendments

Industry Research and Development (Australian Made Export Campaign Program) Instrument 2019

1 Section 1

Omit “*Campaign*”, substitute “*Initiative*”.

2 Section 4 (definition of *program*)

Omit “*Campaign*”, substitute “*Initiative*”.

3 Subsection 5(2)

Repeal the subsection, substitute:

(2) The program provides funding:

- (a) to enhance country of origin branding in domestic and export markets, including funding to support the following (and activities related to the following):
 - (i) the registration of the AMAG logo trade mark in export markets;
 - (ii) the enforcement of the AMAG logo trade mark in export markets;
 - (iii) the promotion of the AMAG logo in domestic and export markets;
 - (iv) research into the effectiveness of the AMAG logo in export markets;and
- (b) for related export education and business development programs.