

AUSTRALIAN MADE

Find out how globalisation is affecting the Australian manufacturing industry

STEPPING OUT

The Blundstone boot is an iconic Australian product. Find out about the company that makes them.

1. Where is Blundstone based?

2. When and why was it established?

3. List three Blundstone products other than boots.

4. List six countries where Blundstone products are sold.

5. Blundstone recently moved some manufacturing offshore. What three factors were behind this decision?

- (1) _____
 (2) _____
 (3) _____

■ Explain one of these factors in your own words.

6. What type of boots does Blundstone manufacture in Hobart?

www.blundstone.com.au

OR

■ Research an Australian company/business of your choice. Look in the *Mercury's* Business section for ideas. Write about its history, products, output, locations and number of employees.

■ Include any interesting company policies.

www.cadbury.com.au
www.holden.com.au
www.farmpride.com.au
www.dicksmithfoods.com.au



PROFIT AND LOSS

(A) A decline in car sales saw Holden lose \$146 million in 2006, but the 2007 loss was \$6 million. This showed an improvement of \$_____million.

(B) The improvement was closest to (a) 8% (b) 250% (c) 96% (d) 1000%

(C) A business sells \$24,000 worth of video games. The games cost \$8300 and other expenses total \$6700. The profit is \$_____, which is ___% of the takings.

(D) Andy buys 3000 old bricks for \$1 each, hoping to sell them for \$2.50, but he sells only 726. He makes \$_____. To make a profit he needed to sell more than _____bricks.

(E) Andy's loss is close to (a) 20% (b) 40% (c) 75% (d) 120%



(A) 140: (B) 1185, 1200: (C) 96% (D) 40% (E) \$9000, 36%:

BRAND IT

Make up your own Australian company or brand name.

■ List at least four products or varieties of goods you will manufacture.

■ Design a logo with an Australian theme.

■ Write a 30-second radio advertisement for your company/product.



DINKY-DI WORDS

Australian business man and adventurer Dick Smith says we are losing our unique Australian language along with many of our companies.

■ How would you explain these words/phrases to someone from another country?

- Back of Bourke _____
 Big smoke _____
 Down Under _____
 Good bloke _____
 Hard yakka _____
 Spit the dummy _____
 She'll be apples _____
 Right as rain _____

How many other genuine Australian expressions can you list?

HOME SWEET HOME

At home, choose 10 food items at random from the cupboard or fridge.

■ Write down each product name and state if it is made in Australia, a product of Australia or comes from another country. As a class, record the total numbers for each category. Keep a separate tally for products from other countries.

- Australian Made _____
 Product of Australia _____
 Made in/product of another country _____
 Which group featured the most products? _____

CHALLENGE

■ Draw a bar graph to show the class's results.

www.ausbuy.com.au/articles-and-opinions/reading-labels



NOT-SO-SIMPLE SIGNS

Checking products to see whether or not they are made in Australia sounds easy enough. But is it?

■ Find out what each of these terms means:

- Australian Made _____
 Product of Australia _____
 Australian Owned _____
 Made from imported and local ingredients _____