



ADVANTAGE SA BUY SA RETAIL DEVICE | APPLICATION FORM

The Buy SA retail device is a useful device designed to assist consumers to identify products and produce from South Australia. The Buy SA campaign supports tangible goods grown, produced or manufactured in South Australia. The Buy SA logo's usage is encouraged when South Australian product or produce is produced, sold or retailed.

It is the responsibility of the individual or company to ensure that information is correct. To claim that your produce or product is South Australian it must meet the following criteria:

Grown or caught in South Australia, or

Made in South Australia, with South Australian ingredients/components, or where 50% or more value has been added and the ingredients/ components have been substantially transferred in South Australia.

To obtain the retail device a small administrative fee of \$550 including GST is required. Buy SA retail device subscribers will also receive the advantages of an Advantage SA Business Level membership.

The retail device is available to current Advantage SA members at no cost.

Applicants will receive a Buy SA Pack within 5 working days of receipt of the signed application. The Buy SA Pack includes a disc containing the Buy SA retail device files, the Buy SA Retail Device Style Guide and a number of Buy SA stickers.

Advantage SA encourages you to register your business on the Buy South Australian website, www.buysouthaustralian.com.au. The website is a resource for consumers, producers and traders alike as a one-stop directory for all things South Australian. Registering on the site is FREE for South Australian growers, producers, manufacturers and service providers.

Company Name _____

Contact Name _____

Address _____

Postcode _____

**Daytime
Contact Number** _____

Email Address _____

United



Please specify how you intend to use the Buy SA retail device (For example: press advertising, product range, packaging, point of sale, shelf talkers, website)

I, _____ certify, that my business/product/service _____ meets the Buy South Australian retail device criteria.

I certify that the information supplied is true and correct.

I understand that usage of the logo must adhere to the Advantage SA | Buy SA retail device and brand guidelines stipulated on buysouthaustralian.com.au and as below.

Grown or caught in South Australia, or

Made in South Australia, with South Australian ingredients/components, or where 50% or more value has been added and the ingredients/ components have been substantially transferred in South Australia.

I understand the Buy South Australian retail device is for use only by the company named above and is not to be on supplied to other companies/organisations for use.

Date _____

Signature _____

We thank you for supporting this exciting initiative for the State.

Oh and Buy the way...Buy SA!

From 1 August 2010, Advantage SA will have a new office to call home.

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