



Australian Government

# **Consultation on a Possible New Geographical Indications Right**

Australian use of Geographical Indications  
15 October 2020



# Introduction

We are seeking your views on the key policy considerations for a possible new Australian GI right.

## Presentation

- Benefit, demand and features of a possible new GI right

## Discussion

- Discussion questions and Q&A

**Please Note:** Nothing in this consultation means the Australian Government has agreed, or will agree, to make any changes to its existing GI regulatory framework or policy.

# Geographical indications (GIs)

A 'geographical indication', or 'GI' is a name that identifies a good as originating in a specific region where a particular quality, reputation or other characteristic of the good is essentially attributable to that geographic origin





# **Value of possible new GIs for Australians**

Could Australian producers and consumers  
benefit from a new GI right?



# Demand for GIs in Australia

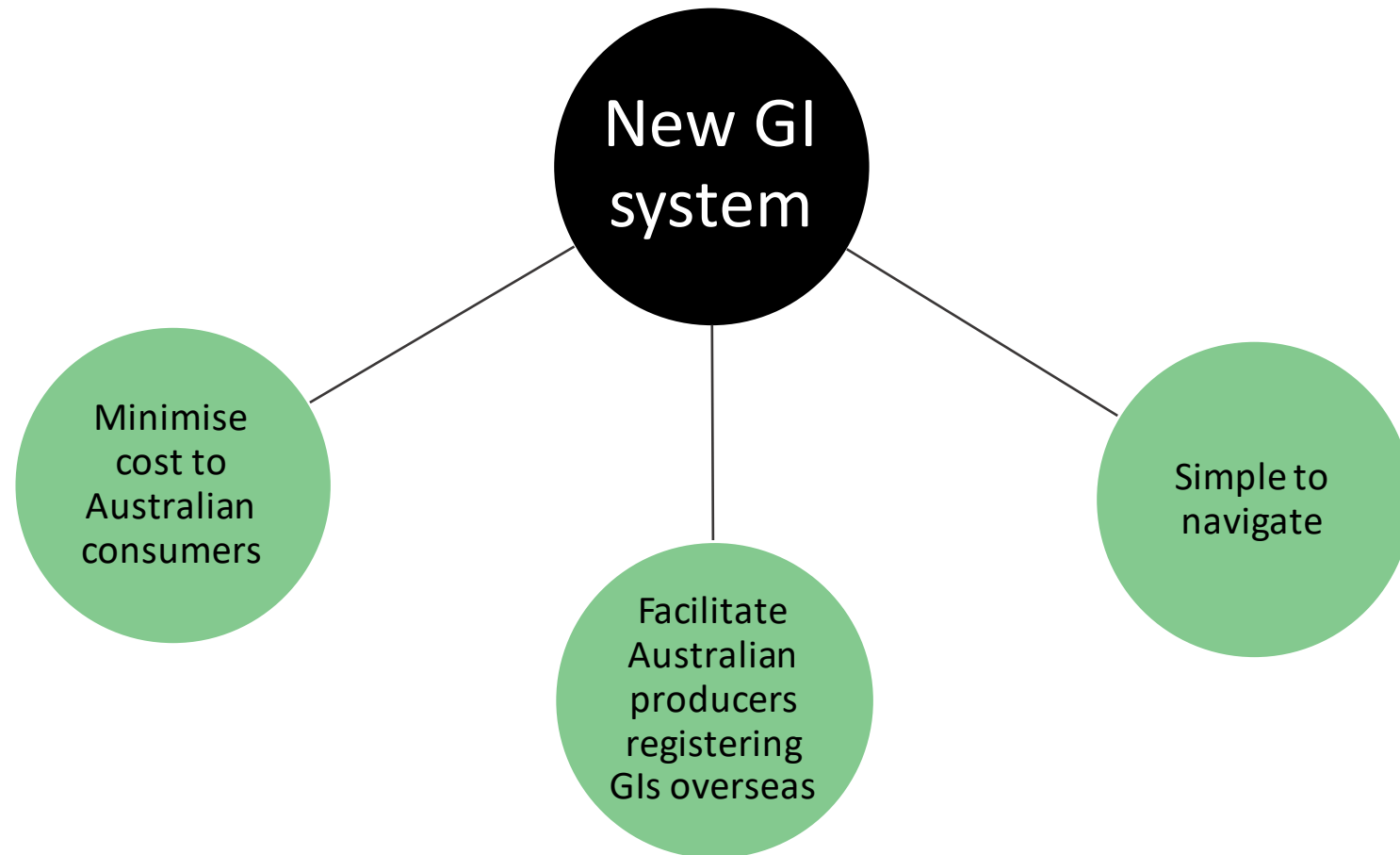


Many Australian Regions have developed a reputation for producing quality goods.

Consumers have become increasingly discerning about the origin and quality of goods.

Low uptake of CTM system to protect Australian GIs – only 8 pending or registered compared to 116 protected Australian wine GIs.

# Design objectives of a possible new Australian GI right





# Discussion questions

1. What are the benefits of GIs for Australians?
2. Are there industries or regions in Australia that you think would benefit from GI protection? If so what industries/regions?
3. What would you like a possible new Australian GI right to achieve?
4. Are there any features you would like to see included, or not included, in a possible new Australian GI right?

# Conclusion

- Consultation will be open until 30 November



Write to us



Take a five  
minute survey



Join us for a  
themed virtual  
roundtable



Call us  
02 6283 7911

- Details are available on our consultation hub:  
<https://consultation.ipaustralia.gov.au/policy/geographical-indications/>