

THE POWER OF THE AUSTRALIAN MADE LOGO

ROY MORGAN RESEARCH



Australian market research company Roy Morgan undertook research to explore consumer perceptions about buying Australian. The research looked at the recognition and trust of the Australian Made logo, attributes and associations with the logo, feelings towards buying Australian-made products and consumer purchasing behaviour.

RECOGNITION AND TRUST



99%

of Australian consumers recognise the logo



93%

of Australian are confident products displaying the logo are actually made or grown in Australia

REASONS AUSTRALIANS TRUST THE AUSTRALIAN MADE LOGO



IT'S AUSTRALIAN



CONVEYS QUALITY & HIGH STANDARDS



ESTABLISHED WITH A LONG HISTORY

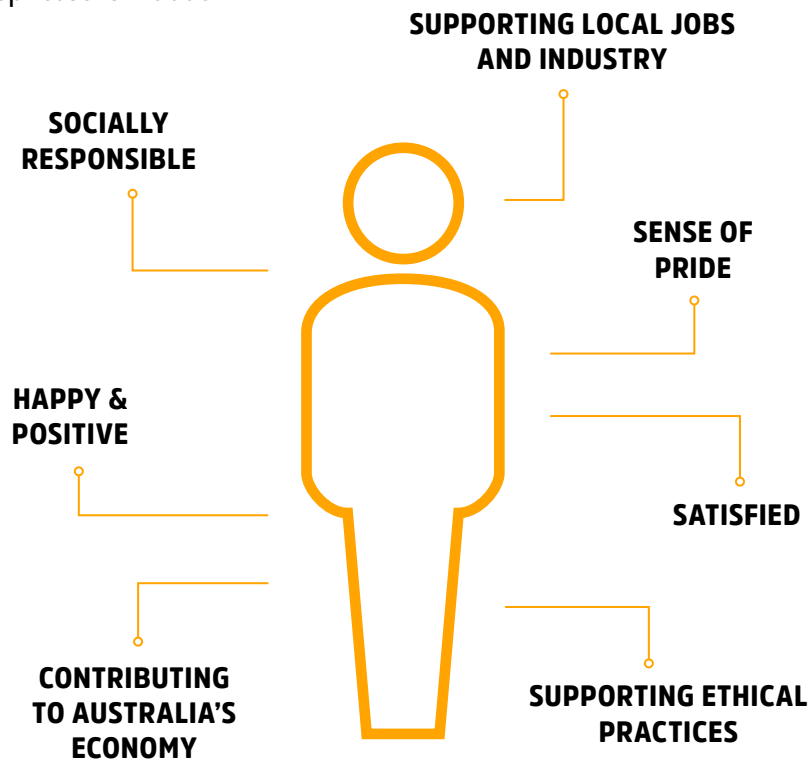


ACCOUNTABLE & THIRD PARTY VERIFIED

HOW AUSSIES FEEL ABOUT BUYING AUSTRALIAN MADE

4 IN 5 AUSSIES INDICATE A POSITIVE FEELING WHEN BUYING AUSTRALIAN MADE

Top reasons include:



ATTRIBUTES ASSOCIATED WITH THE LOGO



97% OF AUSTRALIANS SAY

LOCAL JOBS



94% OF AUSTRALIANS SAY

SAFE



94% OF AUSTRALIANS SAY

HIGH QUALITY



93% OF AUSTRALIANS SAY

RELIABLE



90% OF AUSTRALIANS SAY

ETHICAL LABOUR



85% OF AUSTRALIANS SAY

GOOD VALUE



80% OF AUSTRALIANS SAY

SUSTAINABLE



80% OF AUSTRALIANS SAY

ECO FRIENDLY



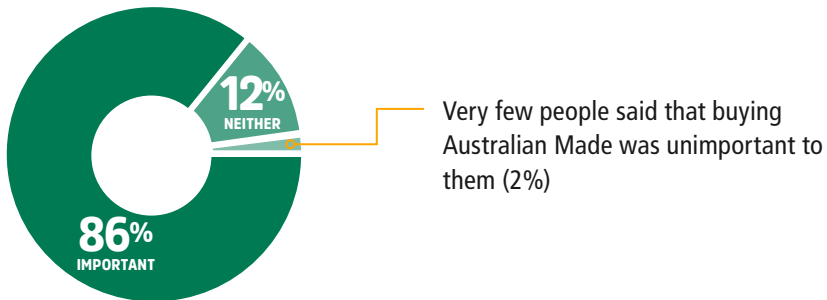
77% OF AUSTRALIANS SAY

CLEAN & GREEN

AUSTRALIAN MADE PURCHASING BEHAVIOUR



MORE THAN 4 IN 5 AUSSIES SAY BUYING AUSTRALIAN MADE IS IMPORTANT TO THEM



MORE THAN 2 IN 3 AUSSIES SAY THEY 'OFTEN' OR 'ALWAYS' BUY AUSTRALIAN MADE PRODUCTS



IMPACT OF THE PANDEMIC



MORE THAN 1 IN 3 AUSTRALIANS ARE PURCHASING MORE AUSTRALIAN MADE PRODUCTS NOW, COMPARED TO BEFORE THE PANDEMIC

REASONS AUSTRALIANS ARE PURCHASING MORE AUSTRALIAN MADE PRODUCTS



To support the Australian economy



Availability of products and uncertainty of global supply chains

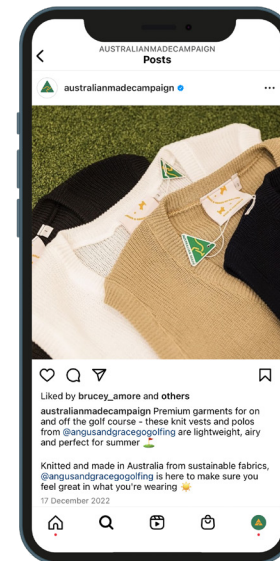
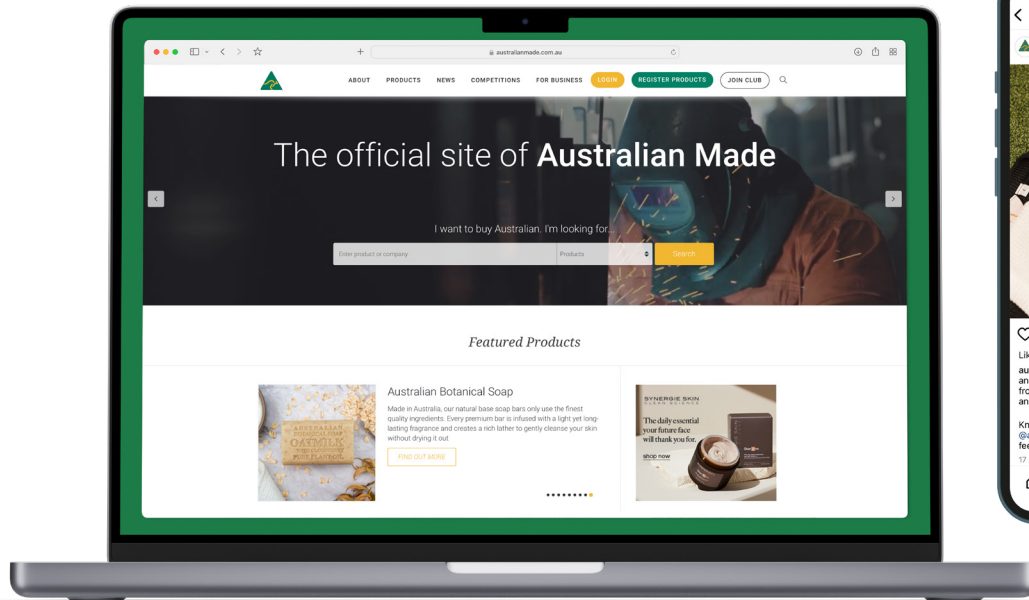


Australian made products are perceived to be high quality



Increased awareness. Didn't know the importance of buying

AUSTRALIAN MADE'S WEBSITE AND SOCIAL MEDIA CHANNELS



MORE THAN 1 IN 4 AUSTRALIANS THAT VISITED AUSTRALIAN MADE'S WEBSITE OR SAW A SOCIAL POST PURCHASED AN AUSTRALIAN MADE PRODUCT AS A RESULT

Of those that didn't purchase a product, 33% said they would be more likely to purchase an Australian made product as a result of visiting the Australian Made website or seeing an Australian Made social media post.