

2013 BUSINESS SURVEY — POLICIES AND PREFERENCES ON BUYING AUSTRALIAN

In July 2013, Roy Morgan Research conducted an extensive survey among senior executives, middle and lower management to identify the approach that their companies have in place when purchasing goods or supplies.

The research revealed that just 20 per cent of Australian companies have a firm policy of buying Australian-made goods wherever possible.

The research also showed that 34 per cent of companies had neither a policy nor a preference for buying Australian-made goods.

At a time when it is clear that consumers, even Government, are placing more importance on buying Australian-made, it is disappointing that businesses are not leading the way.

The top three reasons given by businesses for not having a clear policy or preference were Price (21%), Lack of availability (20%) and Value (14%).

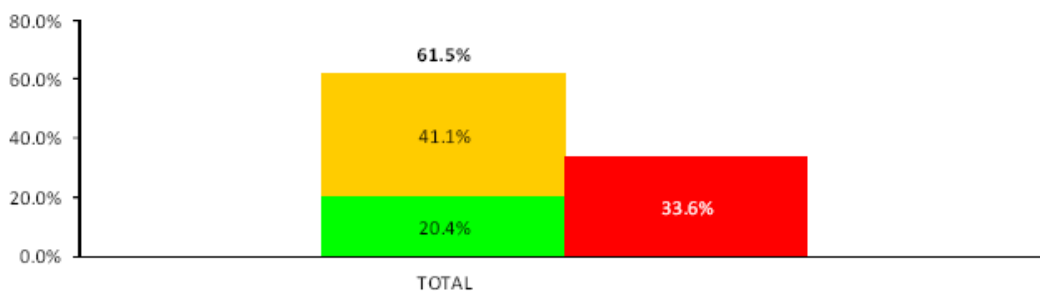
The Australian Made Campaign recognises the pressure that many Aussie businesses are under in the marketplace from cheap imports and the need therefore to keep the ‘cost of doing business’ down, but urges them to consider local sourcing wherever possible; because products made and grown in Australia to our high quality, health and safety standards offer genuine value.

Key findings summary:

- 20% of Australian companies have a firm policy of buying Australian-made goods wherever possible
- 34% of companies have neither a policy or preference for buying Australian-made goods
- The top three reasons given by businesses for not having a clear policy or preference were:
 1. Price (21%)
 2. Lack of availability (20%)
 3. Value (14%).

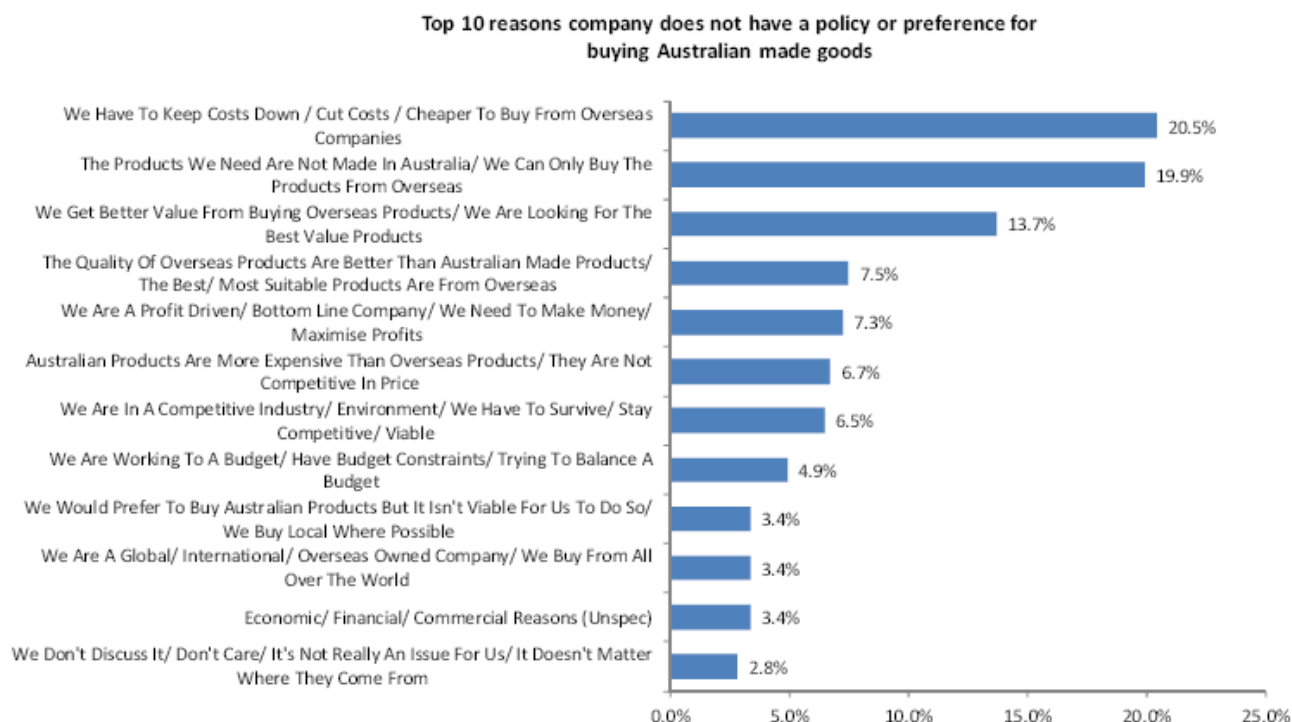
Graphs:

Q. Which statement best describes the approach your company has in place when purchasing goods?



- No policy or preference for buying Australian made goods but a policy of getting the best value irrespective of the country of origin
- No policy but a general preference for buying Australian made goods wherever possible
- A policy of buying Australian made goods wherever possible

Q. Why does your company have no policy or preference for buying Australian-made goods?



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1800 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au