

2012 CONSUMER SURVEY— ATTITUDES TOWARDS THE AMAG LOGO, BUYING AUSTRALIAN

In July 2012, Roy Morgan Research conducted an extensive survey among shoppers aged 18+ to ascertain the level of consumer awareness, purchase attitudes and associated behaviours towards the Australian Made, Australian Grown logo, and buying Australian made or grown products. The findings were weighted according to the ABS population statistics by age, gender and area to be representative of the online population of Australians aged 18 and over.

Australian Made Campaign Limited first commissioned Roy Morgan Research to undertake the 'Image and Awareness' study in 2002. Since then, two additional waves of similar research have been conducted – in 2006 and 2009. The results are available at www.australianmade.com.au/research.

The results were encouraging – they showed that consumers continue to recognise and trust the logo and that buying Australian made and grown still matters.

The Australian Made, Australian Grown (AMAG) logo is still the country-of-origin identifier Australian consumers know and trust best. Almost all Australian consumers (98.8%) recognise the AMAG logo, and it is the AMAG logo which gives the vast majority (88.6%) of Australian consumers strong confidence that a product is Australian. More than half of the population (68.2 and 58.3% respectively) purchase products grown and made in Australia based on country of origin claims.

Conversely, nearly half of all Australian consumers (40.3%) find it difficult to identify whether a product is Australian made or grown. In addition, understanding of country of origin labelling is low, with better understanding of the term 'Product of Australia' (61.0%) than the term 'Australian Made' (35.3%). This indicates a need for clearer government regulation and standardisation for country of origin labelling, and greater education on country of origin terms.

Main reasons for buying Australian made and grown products included: wanting to support Australian growers and manufacturers (15.2%), better quality products (13.3%), taste (if food) (11.9%), higher safety/better health (if food) (11.5%) and better value (9.9%).

Key findings summary:

- 98% of consumers recognise the AMAG logo;
- 88% of consumers trust the AMAG logo as a country-of-origin identifier;
- 68% of consumers purchase products grown in Australia based on country-of-origin claims;
- 58% of consumers purchase products made in Australia based on country-of-origin claims;
- 40% of consumers find it difficult to identify Australian products

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 1700 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