

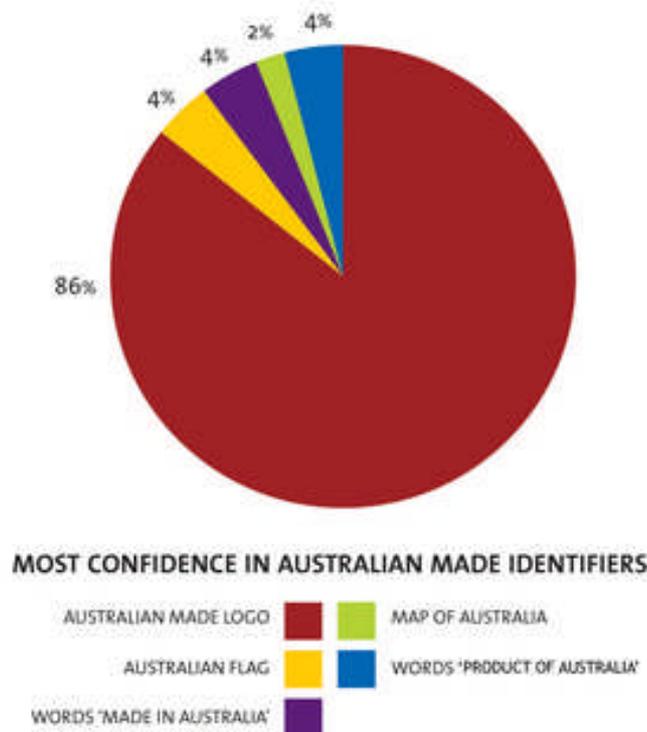


2006 CONSUMER SURVEY—ATTITUDES TOWARDS LOGO & BUYING AUSSIE

In late 2006 AMCL conducted a large research project in Australia focusing on consumer understanding of the logo, consumers’ willingness to buy Australian and their perception of Australian products.

A total of 1163 interviews were conducted by Roy Morgan Research for this research project. Key findings included:

- 98% of consumers recognise the Australian Made, Australian Grown logo (then known as the Australian Made logo)
- 86% trust it over any other country of origin identifier
- Nearly half (49%) of all Australians aged 14+ claimed to consciously buy Australian made products whenever possible. A further 18% said they ‘often’ consciously buy Australian made products.
- When trying to check whether a product is Australian made, over two-in-five Australians (42%) relied on or looked for the Australian Made logo.
- Respondents were asked of a number of different product categories if they would prefer to buy Australian Made Products. Over three quarters (79%) of Australians would prefer to buy Australian made Food (Including Beverages). Sixty-one percent of Australians would prefer to buy both Australian made Health and Personal Products (Including Baby Products) and Australian made Furniture and Bedding.



ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.