



## The Australian Made Campaign

May 2017

### **MEDIA RELEASE**

#### **If it's Australian made, say it; Roy Morgan research says Aussies prefer to buy Australian**

If it's Australian made, say it. That's the latest call from the Australian Made Campaign, which is encouraging companies that make Australian goods to display their Aussie credentials and leverage consumer preference for Australian-made products.

Roy Morgan research recently revealed that more than two thirds of Australians (69.9%) would give preference to buying genuine Australian-made products.

In fact, the Australian made attribute is particularly important to consumers across a number of product categories, including food, complementary health, pet care, furniture and bedding, as well as building and renovation.

"It comes as no surprise that consumers are increasingly demanding authentic, premium-quality products that originate from our clean, green environment and are made to demanding Australian standards," said Australian Made Campaign Chief Executive, Ian Harrison.

What is clear from the research is that businesses that make products in Australia and market this key point to consumers have an advantage in the marketplace.

"It makes absolute sense for businesses that produce products locally, to leverage consumer preference for Aussie products," said Harrison. "And the best way for business to tell consumers that their products are genuinely Aussie is by branding them with the Australian Made logo.

"The famous green and gold kangaroo logo has long been the quickest and easiest way for consumers to identify genuine Australian products. It's instantly recognised, it's trusted and it works. So, if it's Australian made, say it"

Businesses can register to use the Australian Made logo by contacting the Australian Made Campaign today on 1800 350 520 or visit [www.australianmade.com.au](http://www.australianmade.com.au).

Consumers looking to find genuine Australian-made or grown products should visit [www.australianmade.com.au](http://www.australianmade.com.au).

\*This research was commissioned by the Australian Made Campaign.

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**NOTE TO MEDIA**



## The Australian Made Campaign

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

### **MEDIA CONTACT**

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### **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 the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

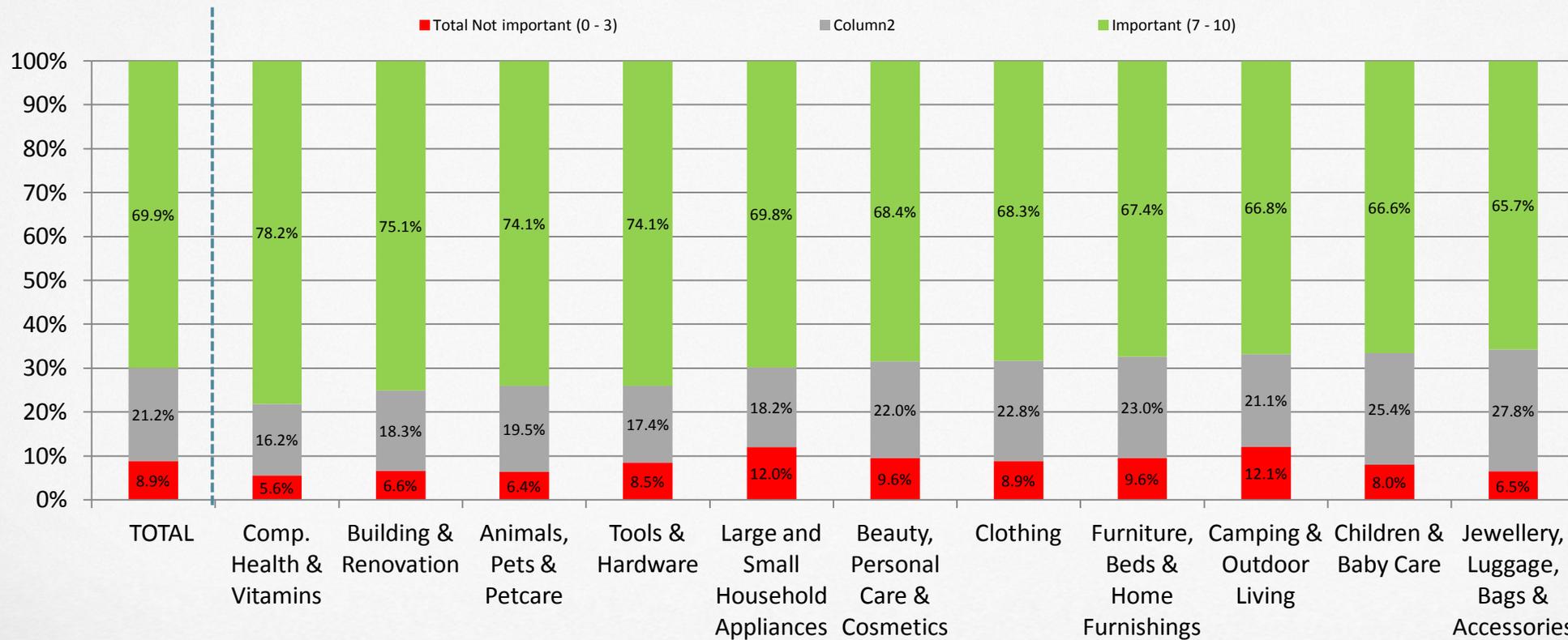
The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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

Free ph: 1800 350 520

[www.australianmade.com.au](http://www.australianmade.com.au)

# Future purchase intention based on Australian made goods and products by categories purchased – Rating Categories



Base: n = 1002, Australian P4W non-food buyers, 18+ years old, weighted to total population.

Q7. How likely is it that you would give preference to the **Australian made** goods and products when shopping?

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