MEDIA RELEASE
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80% of businesses say the Australian Made logo influences purchasing decisions

The Australian Made logo continues to go from strength to strength, with a recent survey finding 80% of logo users believe the iconic green and gold kangaroo positively influences consumers' purchasing decisions.

Conducted by the Australian Made Campaign (AMCL), the survey found that 89% of its licensees believe the Australian Made logo helps to differentiate their products from competitors, with 55% noting use of the logo has a measurable impact on the sales and recognition of their brand.

Australian Made Chief Executive Ben Lazzaro said the strength of the Australian Made logo has long been undeniable, with Roy Morgan Research regularly showing trust and recognition rates among Australians of 93% and 99%, respectively.

"The results from our recent licensee survey show users of the Australian Made logo are continuing to feel its strength in the marketplace. The logo works hard for those who carry it," said Lazzaro. "Instantly recognisable, it is a powerful sales and marketing tool, and it is fantastic to see our licensees reap the benefits of its use."

In the survey, 77% of licensees expressed they find the Australian Made logo effective in promoting their products as locally made. Users stated that they believe the logo instils confidence in consumers, serving as a trusted third-party accreditation that is recognised by both businesses and consumers.

Notably, three in four licensees would recommend the Australian Made logo to other businesses.

"Aussie manufacturers have always been the best advocate for the Australian Made logo. It's recognised, it's trusted, and it works," said Lazzaro.

"Australia has a reputation for producing high-quality, premium products due to our high manufacturing and safety standards. The logo provides shoppers with certainty when purchasing and helps brands highlight their Aussie credentials.

"We know consumers want to support and buy Aussie, and the best way to do that is to look for the Australian Made logo."

To learn more about AMCL or find products that carry the Australian Made logo, please visit australianmade.com.au.

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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 more than thirty years.

The AMAG logo can only be used on products registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also requires 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 as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

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