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MEDIA RELEASE

The Australian Made Campaign welcomes the latest research findings by Roy Morgan

According to an independent Roy Morgan study, 90% of Australians are more likely to buy Australian-made products than those from overseas.

Ben Lazzaro, Chief Executive of the Australian Made Campaign said "Roy Morgan's research highlights the importance that Australian's place on 'buying local'. There is an increasing demand for authentic Aussie products produced in our clean, green environment and manufactured to our high standards.

Awareness around country of origin labelling has increased in recent years, with more Australians wanting to know where their products come from. The Australian Made logo is the most important tool for consumers in identifying authentic Aussie products."

% of people more likely to buy products depending on country of origin, 2014 vs 2018
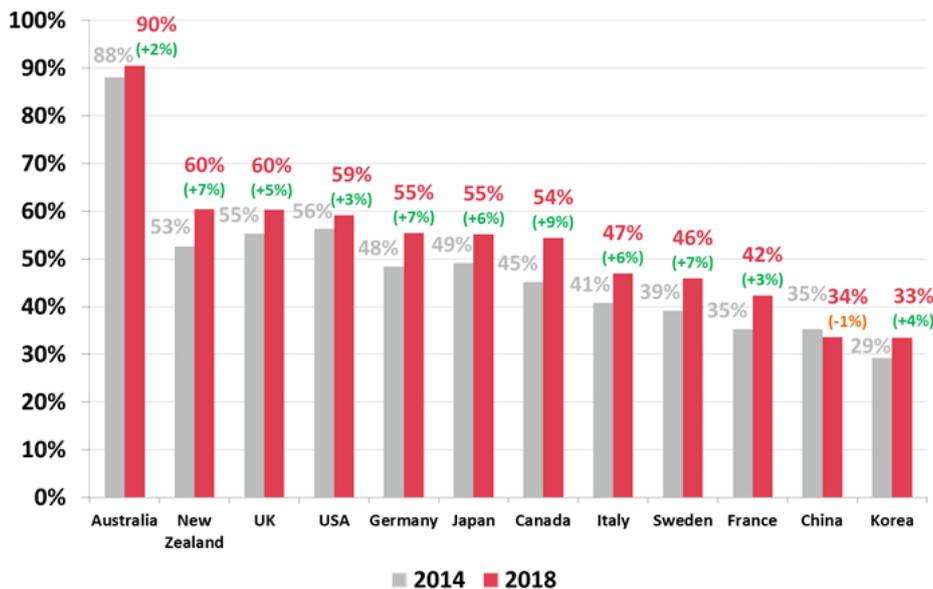
Source: Roy Morgan Single Source (Australia), Oct. 2013 - Sep. 2014 (n=16,176) and Oct. 2017 - Sep. 2018 (n=15,009). Respondents were asked to indicate whether they would be more likely or less likely to buy products made in each of the following countries: Australia, Canada, Chile, China, France, Germany, India, Indonesia, Italy, Japan, Korea, New Zealand, South Africa, Spain, Sweden, Thailand, UK, USA. The Top 12 are charted here.

Roy Morgan CEO, Michele Levine, explained that the data shows Aussie-made products are favoured by consumers.

"90% of Australians are more likely to buy a product that is 'made in Australia', up from a very high 88% four years ago. Although these figures are very high across all age groups it is those in Generation X (92%) and Baby Boomers (91%) who are even more likely to prefer Australian-made products than other generations," Ms Levine said.

In the study, 90% of respondents indicated that they would be more likely to purchase food products that were made in Australia, 76% more likely for clothes, 73% for wine, 62% for sporting goods, 62% for electrical goods and 52% for motor vehicles. You can find Roy Morgan's research here.

To find certified Australian-made and Australian-grown products visit www.australianmade.com.au.

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IMAGE DOWNLOAD

NOTE TO MEDIA

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

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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 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 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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