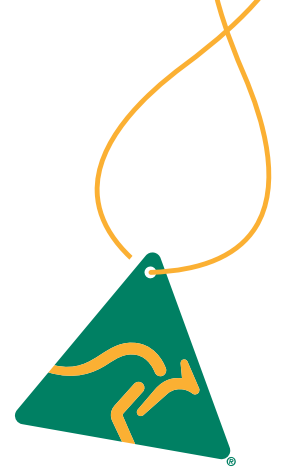
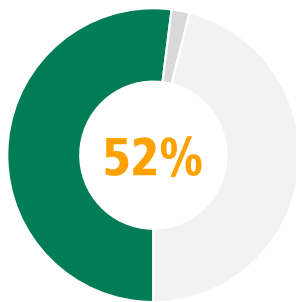


The Impact of COVID-19 on purchasing decisions

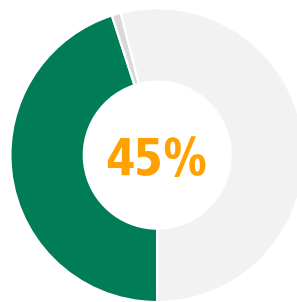


The preference for Australian-made products was already high before the pandemic with Roy Morgan research in January finding 88% of Australians were more likely to buy products made in Australia.

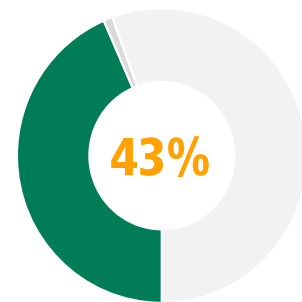
Since the start of the COVID-19 pandemic...



More than half of Australians have shown a higher preference for Australian made products

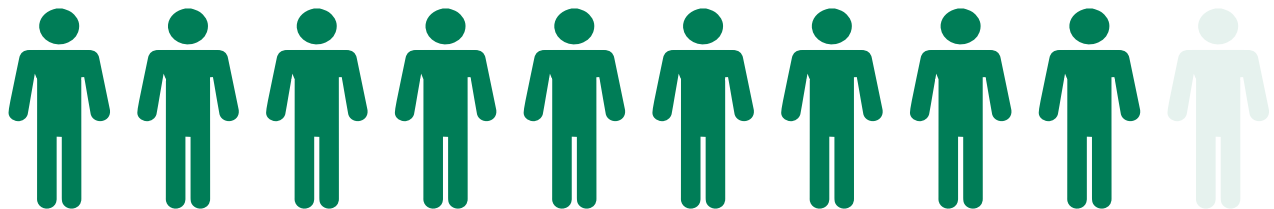


Almost half of all Australians more likely to buy more Australian made products



Nearly half Australians are more likely to look for the country of origin labels on products

Comparison between January and July 2020



9 in 10 Australians believe Australia should produce more products locally.

When asked why?

38% said "the pandemic has highlighted Australia's reliance on other countries"

26% said "to create new employment opportunities and keep jobs in Australia"

26% said "we need to support Australian businesses and industry"

20% said "the pandemic has highlighted vulnerable international supply chains"

16% said "to strengthen Australia's economy and survive the recession"