



# The Australian Made Campaign

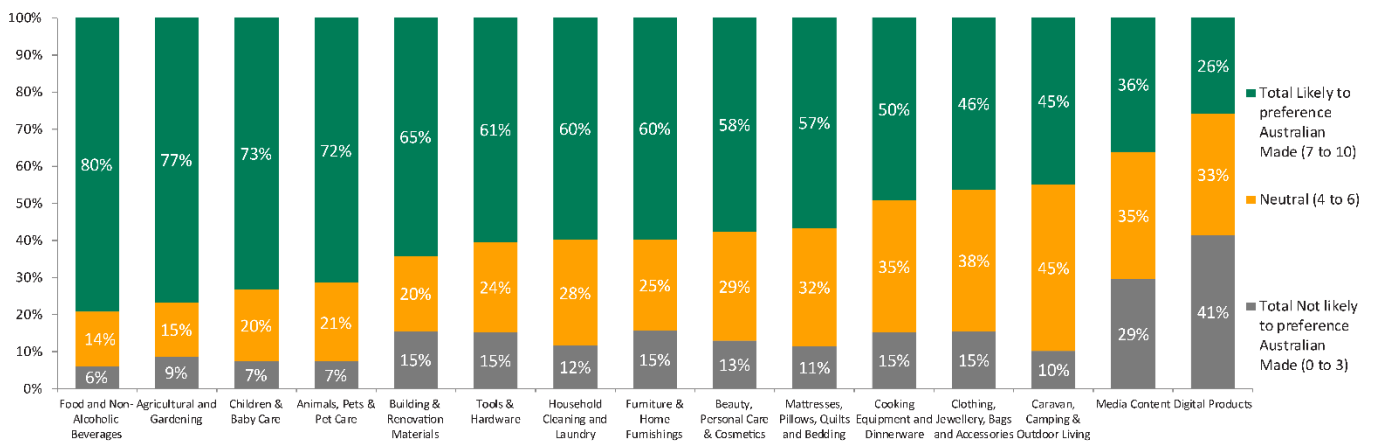
NOVEMBER 2019

## RESEARCH

### Roy Morgan research finds Australians prefer Australian Made

New consumer research from Roy Morgan shows Australians prefer Australian Made products across a wide range of products categories.

The research found that 80% of Australians have a preference for Australian Made food and beverages, 77% for Australian Made agricultural and gardening products, 73% for children and baby care products, while 72% prefer animals, pet and pet care and 65% in building and renovation materials.



### Key findings summary:

- Almost all Australians (99%) indicated that they were aware of the Australian Made logo, with the vast majority of those (84%) associating the logo with supporting local jobs and employment.
- Trust in the Australian Made logo remains strong, with 88% Australians confident that products displaying the logo had been manufactured or grown within Australia. Young Australians were among the most confident, with an enormous 94% of those between 25-34 years certain that products carrying the iconic green and gold kangaroo logo were authentically Australian.
- Over half of Australians also associate the Australian Made Logo with products that are of high quality (58%) and are produced using ethical labour (57%).
- Sustainable, environmentally friendly and clean and green attributes were similarly top of mind, with around half of Australians (49%) connecting them with the Australian Made logo.



## 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.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.  
Free ph: 1800 350 520

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