



MEDIA RELEASE
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The iconic green and gold kangaroo: A global success

The Australian Made logo has confirmed its international appeal, with new Horizon Consumer Science research finding 97% of overseas consumers have a positive first impression of the iconic green and gold kangaroo*.

The research, which was carried out in six diverse export markets, found that more than two thirds (70%) of consumers spontaneously recognised Australia as the country of origin for products carrying the logo. Trust in the green and gold kangaroo was also high, with 85% confident products carrying the Australian Made logo are genuinely Australian.

Horizon Consumer Science CEO, Ian Cesa, said the findings were extremely positive and highlighted the strength of the Australian Made logo in international markets.

“The presence of the Australian Made logo on Australian products captures the attention of international consumers and elicits the many positive qualities that they associate with Australia,” Dr Cesa said.

Across consumer-facing sectors (skincare and makeup, vitamins and health products, food and non-alcoholic beverages, alcoholic beverages, fashion accessories and fashion clothing) the research found that nearly 60% of international consumers would give preference to Australian products carrying the logo over similar imported products. Prominent placement of the logo was discovered to be the preferred way for consumers to increase their consciousness to buy Australian.

Dr Cesa said, “The presence of the Australian Made logo arouses consumers curiosity. In a shopping environment that is well stocked with products from other countries the presence of the Australian Made logo makes Australian brands and products stand out.”

Australian Made Chief Executive, Ben Lazzaro, said the new research findings were very encouraging as the Australian Made logo has provided an effective way for shoppers around the world to identify genuine Australian products for more than 34 years.

“The Australian Made logo makes a clear and instant connection to Australia. As Australia’s only registered country of origin certification trademark, the logo is the true mark of Aussie authenticity and is central to the export strategies of Aussie brands. We hope to further build on the logo’s strong overseas presence and reinforce Australia’s reputation for high-quality, clean, green products,” said Mr Lazzaro.

Horizon Consumer Science’s new international findings build on the already strong domestic presence of the logo, with a recent Roy Morgan study finding 99% of Australians recognise it and 92% confident products displaying the logo are made in Australia. Domestic perceptions of the logo are also positive, with 97% of Australians associating the logo with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability.

The Australian Made Campaign Limited is aiming to further increase the international profile of the Australian Made logo and strengthen its legal position in key export markets through a multi-year Federal Government grant.



To learn more about the Australian Made logo, please visit www.australianmade.com.au.

* Horizon Consumer Science surveyed 4,404 participants across Canada, China, France, United Arab Emirates, United Kingdom and United States of America about the Australian Made logo and Australian products.

[View Horizon's findings here.](#)

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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro and Horizon Consumer Science CEO, Dr Ian Cesa are available for interview. Please contact us if you would like to schedule a time.

MEDIA CONTACT

Caitlin Blair, Media and Communications Officer

P: 0425 003 373

E: caitlin.blair@australianmade.com.au

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 3000 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