



MEDIA RELEASE
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Shoppers seeking out an Aussie Made festive season

New research from Roy Morgan Research* suggests that it's going to be a green and gold festive season this year! More than half of the businesses that make products licenced to carry the famous green and gold kangaroo logo have reported that their customers are actively seeking, requesting, or buying more Australian Made and Australian Grown products. Many of those surveyed also cited the COVID pandemic as the driver of this enhanced interest in buying local.

"It's fantastic to see consumers getting behind our Aussie makers and growers," said Australian Made Chief Executive Ben Lazzaro. "What better way to celebrate the festive season than to give friends and family genuine Australian products made to some of the highest quality and safety standards in the world. It's a great way to give back to the community, reenergise the economy and generate local jobs, after what has been a really tough time for many Australian businesses".

In fact, consumers can make a long-lasting impact to the fortunes of Australia's economy with their patriotic shopping decisions. According to Roy Morgan Research**, if every household spent an additional \$10 a week on Australian Made products, an extra \$5 billion would be injected into the economy each year, creating up to 11,000 new jobs.

"It's encouraging to know that every dollar spent on locally made and grown products this Christmas will have a direct impact on the livelihoods of Aussie growers and manufacturers, as well as the wider community," said Mr Lazzaro. "So be sure to look for the iconic Australian Made logo this Christmas and support a brighter future for Australia."

The Australian Made logo will feature on more than 20,000 products this festive season, so look for the logo the nation trusts.

For gift ideas, shoppers can visit the [Australian Made Christmas Crackers Gift Guide](#).

* Roy Morgan Research, 2021

** Roy Morgan Research, 2020

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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.

MEDIA CONTACT

Anthony Collier, Marketing and Communications Manager

P: 0436 276 052

E: anthony.collier@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 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 4000 businesses are registered to use the AMAG logo, which can be found on more than 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