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MEDIA RELEASE

NEW RESEARCH REVEALS WHAT CONSUMERS WANT WHEN IT COMES TO AUSTRALIAN MADE

New research from Roy Morgan, commissioned by the Australian Made Campaign and released today, has revealed what consumers want when it comes to Australian made and grown products.

According to the findings, consumers want country-of-origin labels to be more readily visible on product packaging, as well as clearer government regulations and greater standardisation of country of origin labelling generally, with nearly half (40.3%) of all consumers finding it difficult to identify whether a product is Australian made or grown.

The Roy Morgan report also revealed that it is the Australian Made, Australian Grown (AMAG) logo that gives the vast majority (88%) of Australian consumers strong confidence that a product is Australian.

“With recognition of the logo at an all-time high of 98%, the AMAG logo is still the country-of-origin identifier Australian consumers know and trust best,” Australian Made Chief Executive, Ian Harrison, said.

The report’s investigation into consumer preferences for buying Australian made or grown (vs. imported alternatives) found that the main reason given for buying local products was to support Australian growers and manufacturers.

While the outlook seems bright for the food and beverage industries, with 87% of Australians demonstrating a strong preference for buying Australian made or grown food and beverages, this was not the case for other product categories, with the majority of Australian consumers proving largely indifferent about the country of origin of their furniture, clothing, hardware and household appliances.

“We know Australian consumers want to support our local growers and manufacturers – but if they’re serious about doing that they need to change their purchase behaviours.

“If they remain indifferent about where their products come from, more manufacturing and processing will move offshore, putting Australians across many industries out of work,” Mr Harrison said.

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NOTE TO MEDIA

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

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au

MEDIA CONTACT

Catherine Miller, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: catherine.miller@australianmade.com.au