

2013 CONSUMER SURVEY— ATTITUDES TOWARDS BUYING AUSTRALIAN

In July 2013, Roy Morgan Research conducted a survey among Australians aged 18+ on purchase attitudes and associated behaviours towards buying Australian-made and grown products.

According to the findings, buying Australian-made matters more to us now than it did a year ago, and we regularly buy local, even if it comes at a cost.

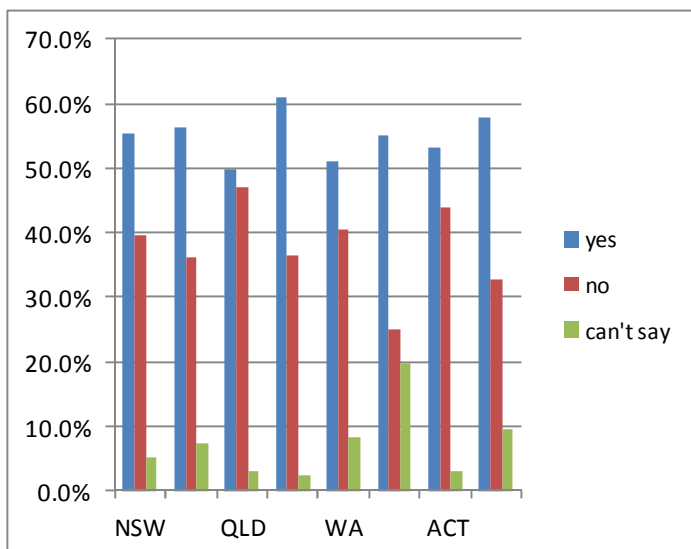
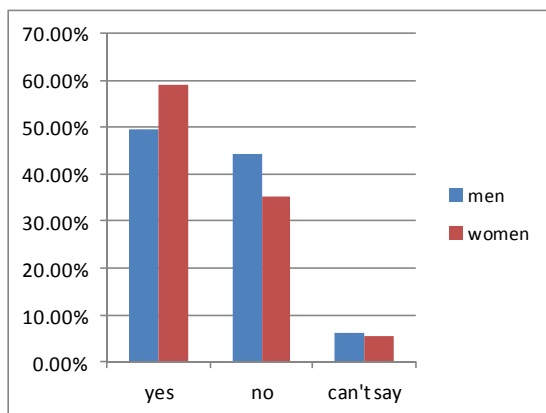
The research confirms that people are becoming more conscientious about buying local. They are aware of the benefits of buying Aussie products, and of the impact that their purchasing behaviour has on jobs, local business and future opportunities

Key findings summary:

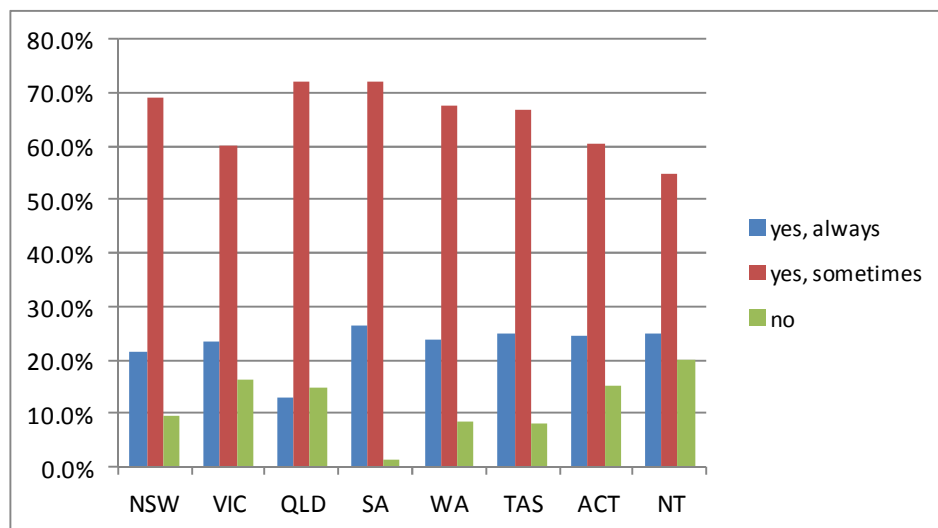
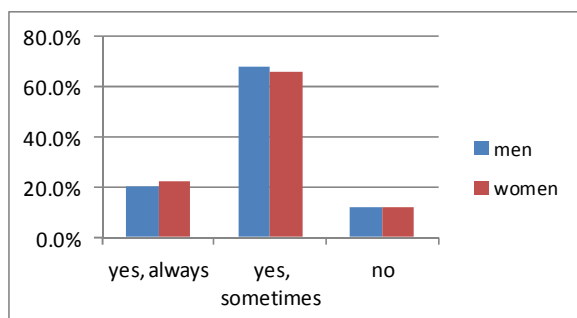
- More than half of the respondents surveyed (55%) said that buying Australian-made had become more important to them in the last 12 months.
- Just one tenth of the respondents (12%) said that they would not buy Australian products if they were more expensive.

Graphs:

Q. Has buying Australian-made become more important to you over the past 12 months?



Q. Do you buy products because they are Australian-made or Australian-grown, even if they are more expensive?



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 genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 1800 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