

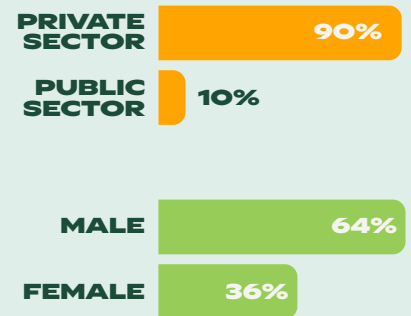
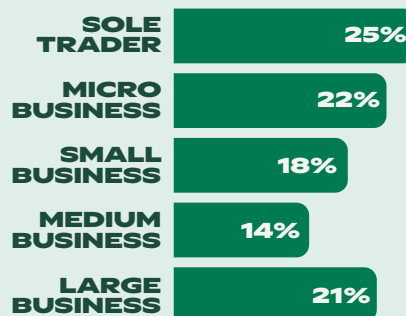
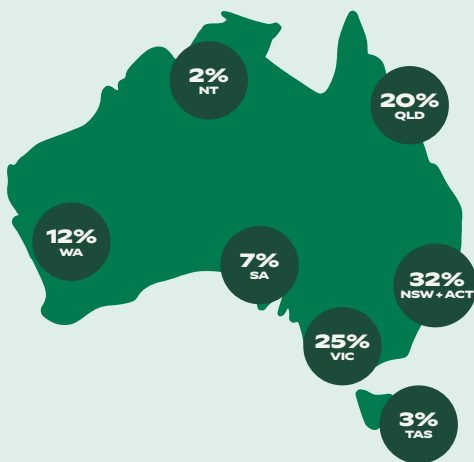


BUSINESS ATTITUDES ON BUYING AUSTRALIAN

ROY MORGAN RESEARCH

In 2026, Roy Morgan Research conducted a study to explore the attitudes of Australian business decision-makers towards buying Australian, and the Australian Made logo. 500+ decision makers from Australian businesses were surveyed.

SAMPLE PROFILE



Sole trader: 1 employee | Micro business: 2 to 4 employees | Small business: 5 to 19 employees | Medium business: 20 to 199 employees | Large business: 200+ employees

KEY FINDINGS

THERE IS NEAR **UNIVERSAL AWARENESS** OF THE AUSTRALIAN MADE LOGO AMONG BUSINESSES



99% of surveyed businesses **recognise** the Australian Made logo



87% of businesses are **confident** that certified products are genuinely Australian made



83% of businesses with a policy or preference for Australian made **buy Australian made** goods wherever possible



The Australian Made logo has a **Net Trust Rating of +79** among Australian businesses



BUSINESS ATTITUDES ON BUYING AUSTRALIAN

PROCUREMENT & BUYING AUSTRALIAN MADE



AMONG BUSINESSES WITH A POLICY OR PREFERENCE
FOR BUYING AUSTRALIAN MADE GOODS,
83% BUY AUSTRALIAN MADE WHEREVER POSSIBLE

KEY DRIVERS

- ✓ Value for money
- ✓ Better quality

TOP PRODUCT CATEGORIES

- * Office supplies
- * Cleaning & hygiene
- * Office equipment
- * Clothing & uniform

BARRIERS & IMPACTS

Price and **availability** are among the top barriers to businesses buying Australian made. Rising **inflation** and **interest rates** have also had an impact on likelihood to buy.

TOP BARRIERS TO BUYING AUSTRALIAN



38% say Australian made goods were **more expensive** than imported equivalent product



32% say the **current cost of business** affected their likelihood to buy Australian made product



30% say Australian made goods were **not available** in a particular product category



BUSINESS ATTITUDES ON BUYING AUSTRALIAN

ATTITUDES ON THE AUSTRALIAN MADE LOGO



MORE THAN HALF OF BUSINESSES SAY USING THE LOGO ON TENDER DOCUMENTS PROVIDES GREATER CONFIDENCE THAT THEY ARE BUYING REPUTABLE AUSTRALIAN MADE PRODUCTS



MORE THAN HALF OF BUSINESSES SAY THEY ARE MORE LIKELY TO PURCHASE A PRODUCT CARRYING THE AUSTRALIAN MADE LOGO

IMPORTANT ATTRIBUTES WHEN PURCHASING AUSTRALIAN MADE



AUSTRALIAN BUSINESSES SAY THAT USE OF THE AUSTRALIAN MADE LOGO RAISES CONFIDENCE IN A SUPPLIER'S COMPLIANCE AND QUALITY.

Businesses say use of the Australian Made logo raises confidence in a supplier's:



Compliance with standards



Reputation



Quality of product



After care and support



Reliability



BUSINESS ATTITUDES ON *BUYING AUSTRALIAN*

IMPACT OF THE CAMPAIGN



TWO THIRDS OF BUSINESS DECISION MAKERS THOUGHT THE AUSTRALIAN MADE CAMPAIGNS EFFECTIVELY COMMUNICATED THE VALUE OF BUYING AUSTRALIAN MADE TO BUSINESSES

Almost two thirds (63%) of Australian businesses recalled seeing the ***Made Right Here*** ad campaign, and almost half (44%) recalled seeing the ***Australian Made Week 2026*** ad campaign.



Of the businesses who recalled the ***Made Right Here*** campaign:



89% ARE CONFIDENT THAT PRODUCTS CARRYING THE LOGO ARE GENUINELY AUSTRALIAN-MADE

64% are more likely to buy a product carrying the Australian Made logo

57% are more likely to choose a tender bearing the Australian Made logo