



LICENSEE ATTITUDES ON BUYING AUSTRALIAN

ROY MORGAN RESEARCH

In 2026, Roy Morgan Research conducted a study to explore licensees' attitudes towards the Australian Made logo and Australian Made Campaign Limited (AMCL).

KEY FINDINGS

ALMOST ALL LICENSEES AGREE THE AUSTRALIAN MADE LOGO EFFECTIVELY COMMUNICATES THEIR PRODUCTS AS BEING GENUINELY AUSTRALIAN



96% of licensees agree the Australian Made logo **provides assurance** to customers that their products are **genuinely Australian**



89% of licensees believe the logo is **effective and adds value** when used in their marketing activities



76% of licensees **did not consider any alternatives** for country of origin labelling other than the Australian Made logo



99% of licensees **value AMCL** for their strong emphasis on **ensuring compliance** with Australian made requirements

USING THE AUSTRALIAN MADE LOGO

LICENSEES USE THE LOGO TO GIVE CONSUMERS CONFIDENCE IN THEIR AUSTRALIAN MADE PRODUCTS

TOP REASONS FOR USING THE LOGO

- ✓ "It promotes that we are genuinely Australian made"
- ✓ "It gives customers confidence they are buying genuine Australian products"
- ✓ "We are proud to make a genuine Australian made product"
- ✓ "It helps with our brand recognition and adds credibility"
- ✓ "The logo is a recognisable, valued and trusted Australian icon"



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CONFIDENCE IN THE AUSTRALIAN MADE LOGO

9 OUT OF 10 LICENSEES SAY THAT INCLUDING THE AUSTRALIAN MADE LOGO IN THEIR MARKETING ACTIVITIES ADDS VALUE



96% of licensees agree the logo **gives consumers confidence** that the product is **genuinely Australian**



93% of licensees agree the logo is **widely recognised** by Australian consumers and businesses



91% of licensees agree the logo is **trusted** by Australian consumers and businesses



89% of licensees agree the logo allows my business to **benefit from the national pride** of Australian consumers and businesses

TOP REASONS FOR CHOOSING TO LICENSE PRODUCTS WITH THE AUSTRALIAN MADE LOGO

78% said they became licensees because the logo is **trusted**

75% said they became licensees because the logo is **widely recognised**

60% said they became licensees because the logo is **credible**

The majority (65%) of licensees report using the Australian Made logo on **tender submissions.**



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BEING AN AUSTRALIAN MADE LICENSEE

Licensees said the most important attributes of Australian Made Campaign Limited were:



Putting a very **high priority** on ensuring that all products that carry the Australian Made logo **comply with the made in Australia requirements**



Working to influence **labelling and country-of origin policy** with the Australian Government



Providing a wide range of **value-add services** aimed at promoting their brand and **generating new business**



Providing licensees with **access to affordable online advertising opportunities** to promote licensed product on the Australian Made website

The majority of licensees would recommend other businesses to license their products with Australian Made Campaign Limited (AMCL) and **become certified Australian Made.**

TOP REASONS FOR RECOMMENDING AUSTRALIAN MADE CERTIFICATION



The logo boosts consumer confidence and is a good sales and marketing tool



Supports Australia's economy, manufacturing and industries



Satisfied with the organisation, has a proven track record



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IMPACT OF THE CAMPAIGN

Most (83%) licensees recalled seeing Australian Made's ***Made Right Here*** ad campaign, and **nearly three quarters** (72%) recalled seeing the ***Australian Made Week 2026*** ad campaign.



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



95% agree the Australian Made logo is **widely recognised** by consumers and business



93% believe the logo is **effective** and **adds value** in marketing



91% say the logo **differentiates** their product from those without the logo



88% say the logo **allows their business to benefit** when supporting the Australian economy is a priority