

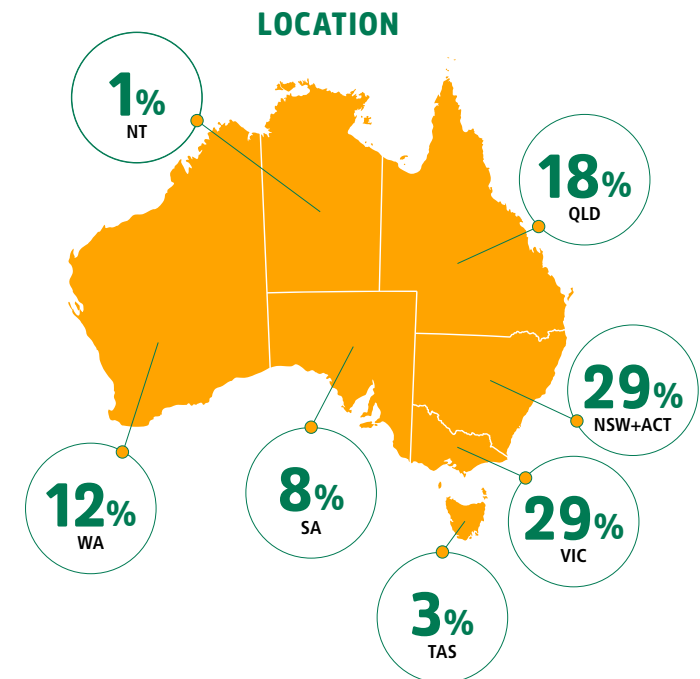
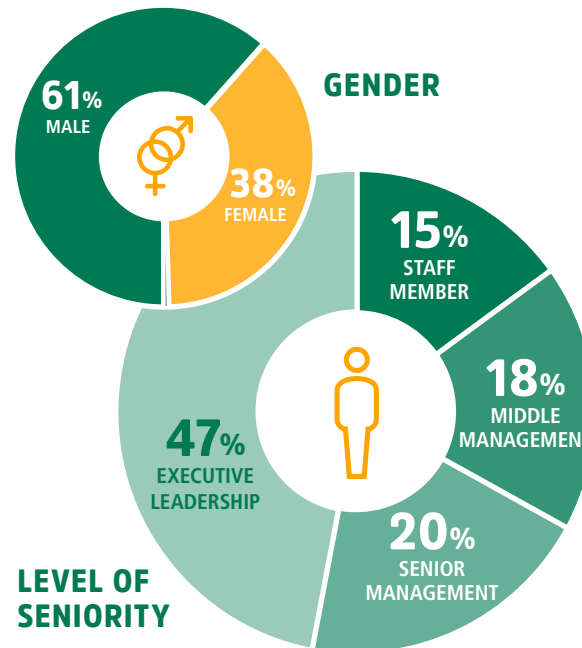
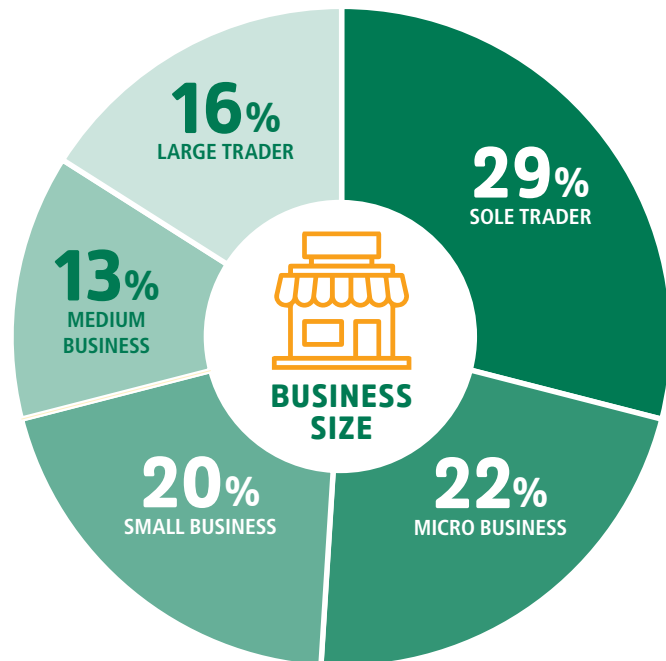
# BUSINESS ATTITUDES ON BUYING AUSTRALIAN

ROY MORGAN RESEARCH 2023



Australian market research company Roy Morgan undertook research to explore business attitudes towards Australian Made products. 780 decision-makers from a variety of businesses across Australia were surveyed.

## SAMPLE PROFILE



# THE ADVANTAGE OF THE AUSTRALIAN MADE LOGO



## THERE IS UNVIERSAL AWARENESS FOR THE AUSTRALIAN MADE LOGO AMONG BUSINESESS



**100%**

of Australian businesses surveyed **recognise the logo**



**77%**

of businesses **trust** the Australian Made logo



**85%**

of businesses are **confident** products displaying the logo are **actually made or grown in Australia**



**67%**

of organisations are **likely to purchase** from a licensed Australian Made business



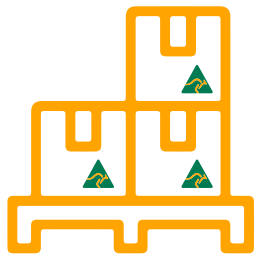
**57%**

of organisations are **likely to consider a tender** from a licensed Australian Made business

# WHY BUSINESSES BUY AUSTRALIAN MADE



## MORE THAN 4 IN 5 BUSINESSES BUY AUSTRALIAN MADE WHEREVER POSSIBLE



# 84%

of businesses buy Australian-made goods wherever possible

### KEY DRIVERS

- ✓ Value for money
- ✓ Greater choice
- ✓ Better value
- ✓ Low price
- ✓ Better quality

## AUSTRALIAN MADE GOODS PURCHASED IN DIFFERENT PRODUCT CATEGORIES



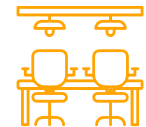
88% PURCHASED

### OFFICE SUPPLIES



63% PURCHASED

### CLEANING & HYGIENE PRODUCTS



54% PURCHASED

### OFFICE EQUIPMENT



50% PURCHASED

### TOOLS OF THE TRADE



50% PURCHASED

### CLOTHING & UNIFORMS



35% PURCHASED

### PRODUCT COMPONENTS

# WHY BUSINESSES BUY AUSTRALIAN MADE

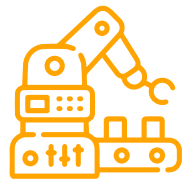


## ECONOMIC-RELATED REASONS WERE KEY FOR BUSINESSES IMPLEMENTING A POLICY FOR BUYING AUSTRALIAN MADE



**40%**

want to support local businesses and long-term benefits for the community



**26%**

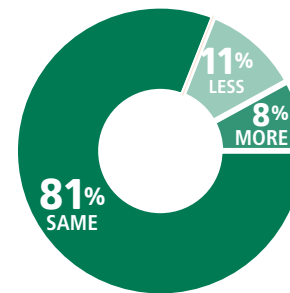
want to support the local economy, industry and manufacturing



**13%**

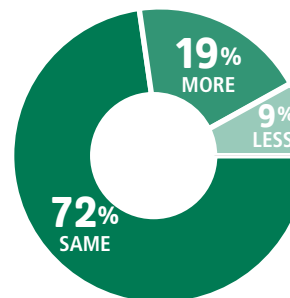
want to support local jobs and employment opportunities

## IMPACT OF RISING INTEREST RATES



Interest rate rises haven't had an impact on businesses purchasing Australian-made products. 89% of businesses are purchasing the same amount or more Australian Made products.

## IMPACT OF THE PANDEMIC



Most businesses have not changed purchasing behaviour since the pandemic. However, almost 1 in 5 have increased their spending on Australian Made products.