



MEDIA RELEASE
30 January 2024

More than 4 in 5 Aussie businesses buy Australian Made wherever possible

New research from Roy Morgan shows Australian businesses are prioritising locally made products, with more than four in five stating they buy Australian-made goods wherever possible.

The research surveyed a number of business decision-makers from a cross-section of Australian industries and found the key drivers behind the 'Australian first' attitude were down to value for money and better quality products.

Australian Made Chief Executive Ben Lazzaro said the research demonstrated businesses understood the importance and benefits of buying authentic Australian Made products.

"Businesses know that by buying Australian, not only do you get products manufactured to some of the highest quality and safety standards in the world, you also help to create local jobs, strengthen local manufacturing capabilities and access to local customer service and after-sales support. You also get the certainty of local delivery timeframes in an uncertain global shipping market," said Lazzaro.

All businesses that participated in the survey recognised the Australian Made logo, with 85% confident products displaying the iconic green and gold kangaroo symbol were actually made or grown in Australia. It also found that 67% of companies were more likely to purchase from a business with the mark.

Lazzaro said, "As Australia's only registered country of origin certification trademark, the Australian Made logo is the true mark of Aussie authenticity. It is Australia's most recognised and trusted country-of-origin symbol and is central to the sales and marketing strategies of thousands of Aussie brands."

Economic-related reasons were key for businesses having a policy or preference for buying Australian-made goods, stating supporting local businesses, long-term benefits for the community, the development of Australia's manufacturing industry, and backing local jobs and employment opportunities as motivations.

Roy Morgan Chief Executive Michele Levine said, "Australia's business decision-makers value reliability, safety and supporting Australian jobs and the economy. These are all attributes that are highly associated with the Australian Made logo and drive Australian businesses to buy Australian Made wherever they can."

Many Australian businesses manufacture Australian-made products themselves and understand the importance of purchasing Australian-made products to support the local economy."

Surprisingly, rising interest rates and the cost of living crisis haven't had an impact on businesses' decisions to buy locally. 89% of Australian businesses are purchasing the same amount or more Australian-made products as they did before interest rates started rising in May 2022.

To find authentic Aussie products, look for the iconic Australian Made green and gold kangaroo, and visit www.australianmade.com.au - Australia's most extensive online directory of genuine Aussie products.

--ENDS--

[DOWNLOAD RESEARCH](#)

MEDIA CONTACT

Anthony Collier, Marketing & Communications Manager

P: 0436 276 052

E: anthony.collier@australianmade.com.au

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 the full range of genuine Australian products and produce. It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products 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 Australian Consumer Law as well as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

Free ph: 1800 350 520

www.australianmade.com.au