



**MEDIA RELEASE**  
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## **New research shows a surge of support for Australian-made**

New consumer research from [Roy Morgan](#) shows the preference for Australian-made goods continued to increase in 2020, with the huge majority of 93% of Australians stating they are more likely to buy products made in Australia – up from 87% a year earlier.

Roy Morgan Chief Executive Officer, Michele Levine, said Australian-made goods enjoyed an outpouring of support in 2020 as international travel was restricted.

Ms Levine said, “Australian-made products have experienced a surge in support during 2020 with a large majority of 93% of Australians more likely to buy a product that is ‘made in Australia’, up 6% points from 2019. Less than 1% of Australians say they are less likely to buy a product that is ‘made in Australia’ unchanged on a year ago.

“The closure of international borders and restrictions on travel around the world appears to have helped increase support for Australian-made goods. Although the preference for Australian-made goods is very high across all age groups, it is Baby Boomers (96%) and Generation X (94%) who are even more likely to prefer Australian-made products than other generations.”

Australian Made Chief Executive, Ben Lazzaro, said Roy Morgan’s latest research comes as no surprise, as more and more Australians are looking to the green and gold Australian Made logo to find authentic Australian-made goods.

Mr Lazzaro said, “Australia’s over-reliance on imported products has been highlighted during the COVID-19 pandemic. This research shows Australians are placing priority on manufacturing self-sufficiency and job creation along with a renewed appetite to address the imbalance between locally made and imported products to ensure Australia’s long-term prosperity.

“When you buy Australia Made, Australian Grown products, you know what you are getting - products made to the highest of manufacturing standards and grown in our clean, green environment. At the same time, you are helping to support our manufacturing industry, create Aussie jobs and give back to local communities.”

Almost all Australians ([99%](#)) are aware of the Australian Made logo, with the vast majority (92%) confident products displaying the logo are made in Australia. 97% of Australians also associate the iconic kangaroo logo with the support of local jobs and employment opportunities, 95% with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability.

To help support Australian businesses and authentic Australian Made products, visit [www.australianmade.com.au](http://www.australianmade.com.au) – Australia’s largest online directory of genuine Aussie products.

The Australian Made Campaign has also recently announced the launch of the first ever Australian Made Week. Running from Monday 24 May to 30 May 2021, Australian Made Week will encourage shoppers to actively focus their buying activities on genuine Aussie products while celebrating and supporting local makers and growers around the country. Visit [www.australianmadeweek.com.au](http://www.australianmadeweek.com.au) to find out more.



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#### **NOTE TO MEDIA**

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

#### **MEDIA CONTACT**

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#### **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 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 Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 3800 businesses are registered to use the AMAG logo, which can be found on more than 20,000 products sold here and around the world.

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

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