



## RESEARCH

### POLICIES AND PREFERENCES ON BUYING AUSTRALIAN

In November 2016 Roy Morgan Research conducted a survey among business professionals in Australia to identify the approach that their companies have in place when purchasing goods or supplies.

According to the findings, the majority of Australian businesses now have a policy or preference for buying Australian-made goods wherever possible.

The report on the purchasing habits of the commercial sector reveals nearly three quarters

While only a quarter (26.2%) of all businesses surveyed were found to have an official policy in place, nearly half (48.2%) expressed a preference for buying Australian-made.

Preferences for Australian-made goods were found to vary only slightly across most product categories.

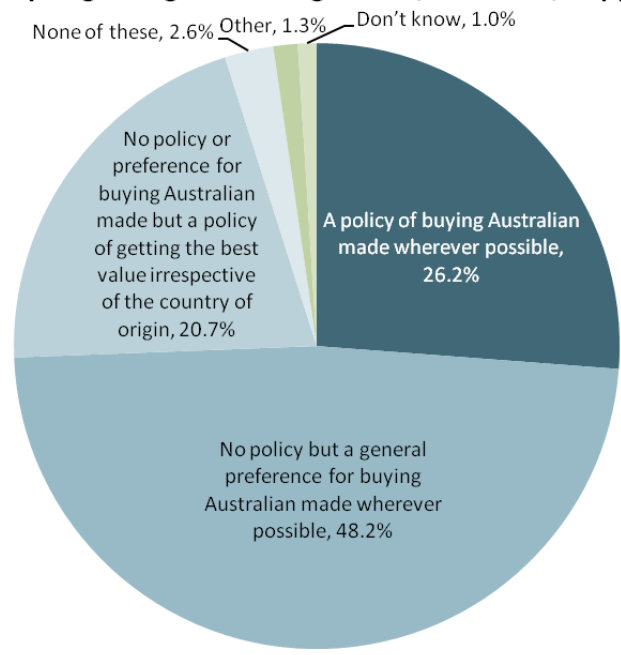
'Australian-made' was considered somewhat more important when making purchases for roofing, plumbing and hardware supplies, than when making purchases for stationery and office supplies, tools, hardware and other industrial equipment.

#### Key findings summary:

- 74.4% of Australian businesses favour locally made products
- Buying Australian is important across all product categories

#### Graphs:

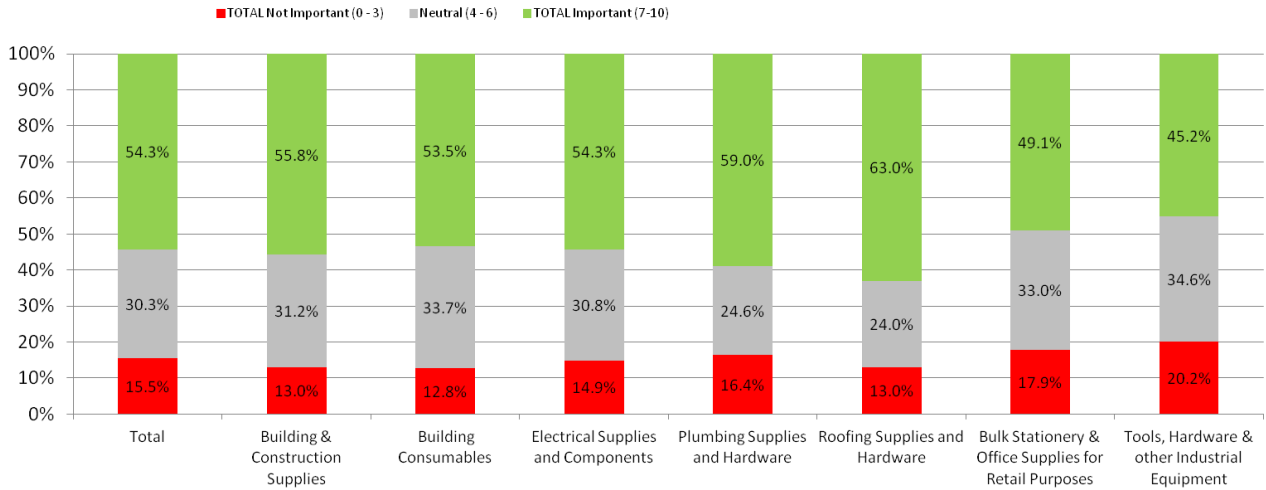
**Company Policy Regarding Purchasing Goods, Materials, Supplies & Equipment**





# The Australian Made Campaign

## Importance of Australian-made goods, materials, supplies and equipment by purchase category



### 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 genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 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 Suite 105, 161 Park Street, South Melbourne, VIC 3205.

[www.australianmade.com.au](http://www.australianmade.com.au)