



MEDIA RELEASE
03 SEPTEMBER 2020

Aussies look to the green and gold kangaroo

Trust in the iconic Australian Made kangaroo logo is at an all-time high, with new Roy Morgan research finding 92% of Australians are confident products displaying the logo are made in Australia, up from 88% in 2019.

The research also found that just about every (99%) Australian recognise the green and gold Australian Made logo, with 97% of them associating it 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.

Roy Morgan CEO, Michele Levine, said the research highlighted the importance of the logo for both businesses and consumers.

“The Australian Made logo enjoys extraordinary awareness among Australians and increasingly provides consumers with confidence that products displaying the logo are grown or made in Australia. At a deeper level, products displaying the logo are also associated with such important things as ‘Supporting local jobs and employment’, ‘safety’, ‘high quality’ and ‘using ethical labour’. Clearly, this is of value to the businesses displaying the logo,” Ms Levine said.

Preference for Australian Made products in a wide range of product categories also remains strong, with 80% of Australians preferring to purchase Australian Made food & beverages and agricultural & gardening products, 74% for children & baby care products, 68% for building & renovation materials and animal, pet & pet care products, and 64% for household cleaning & laundry products.

Ms Levine explained, “Australians express a strong preference for Australian Made products across almost all categories. Purchasing Australian Made products is seen as important by consumers as products are perceived to be of better quality, provide support for local businesses and communities, and create jobs in general. Indeed, the research showed the vast majority of Australians reported they would have a more favourable opinion of businesses who partnered with Australian Made and would be more likely to engage with and purchase from those businesses. Australian Made products are also seen as being safer, particularly for beauty and personal care, children and baby care, and household cleaning and laundry products.”

The research also found that when respondents were presented with a selection of country of origin marks (map of Australia, Australian flag, words, Australian Made logo and other Australian fauna) and asked which one provided the most confidence a product is genuinely of Australian origin, 84% of Australian consumers chose the Australian Made logo.

Australian Made Chief Executive, Ben Lazzaro, said this is no surprise as the Australian Made logo is underpinned by a third-party accreditation system ensuring products certified with the logo are ‘genuinely Australian’.

“The famous Australian Made logo provides a solution for both consumers and businesses - It is the most effective way to identify genuine Aussie products,” said Mr Lazzaro. “As Australia’s only registered country of origin certification trademark, the Australian Made logo is the true mark of Aussie authenticity.

Monthly applications for the Australian Made logo have increased 400% since January with more and more Aussie makers looking to showcase their Aussie credentials.

“Roy Morgan’s research shows the demand for authentic Australian products is continuing to grow. As a result, the Australian Made claim has never been more powerful. Consumers know when they buy Australian, they are getting products made to some of the highest of manufacturing standards and produced in our clean, green environment. The logo also makes a compelling statement about generating local jobs and economic activity.”



Over 3000 businesses are registered to use the Australian Made logo, on more than 20,000 products sold here and around the world. The best way to find locally made goods is to visit the Australian Made website, Australia's biggest online directory of genuine Aussie products - www.australianmade.com.au.

--ENDS--

[PDF DOWNLOAD](#)

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

Caitlin Blair, Media and Communications Officer

P: 0425 003 373

E: caitlin.blair@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 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 3000 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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

Free ph: 1800 350 520

www.australianmade.com.au