



MEDIA RELEASE
04 SEPTEMBER 2020

Nine in ten Australians believe Australia should produce more products locally

New consumer research from Roy Morgan has found that nine in ten (89%) Australians believe Australia should be producing more products locally following the COVID-19 pandemic.

The research found that Australians key motivations to manufacture locally were to reduce Australia's reliance on other countries (38%), create jobs (26%), support Australian business and industry (26%), a safeguard for vulnerable international supply chains (20%) and to strengthen Australia's economy (16%).

"Australia's over-reliance on imported products has been highlighted during the COVID-19 pandemic," said Australian Made Chief Executive, Ben Lazzaro. "This research indicates that 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.

"The many benefits of buying Australian Made have been brought into sharp focus recently, as Australians navigate and adapt to a dramatically changed way of living," said Mr Lazzaro. "Not only do our local makers produce products made to some of the highest quality and safety standards in the world, but they also create economic activity and employment opportunities."

The preference for Australian-made products was already high before the pandemic with Roy Morgan research in January finding 88% of Australians were more likely to buy products made in Australia*. Since the pandemic, more than half of Australians (52%) say they now have an even higher preference for Australian-made products.

Roy Morgan CEO, Michele Levine, said "The impact of COVID-19 on Australians is unprecedented in so many ways not least of which is our shopping behaviour. More Australians are now organising delivery of products; doing online research prior to making a purchase; shopping online, both in stores they would usually visit and different stores. And critically since COVID-19 Australians have an ever greater preference for Australian Made products."

The research found that since the start of the pandemic, 37% of Australians are conducting more research online prior to purchasing products. Data from Australian Made's website supports this finding, with traffic more than doubling in April to June compared to the same period prior. The average session duration also increased by 29%, with more and more Australians looking for authentic Aussie products. Total audience growth across all Australian Made's social channels was up 467%, with engagements almost tripling.

The renewed focus on buying Australian-made has also led to more Australians to check labelling, with 43% of Australians now more likely to look for country of origin labels on products.

Mr Lazzaro said, "As Australia's only registered country of origin certification trademark, the Australian Made logo is the true mark of Aussie authenticity. For more than 30 years, the logo has helped thousands of brands communicate their Australian credentials to consumers, businesses and all levels of government. It does this instantly and clearly, making it a powerful sales and marketing asset for authentic Aussie brands, and a helpful shopping aid for consumers around the globe."

To find locally made goods, visit Australia's biggest online directory of genuine Aussie products at www.australianmade.com.au.

*Roy Morgan Single Source Research February 19 - January 20

--ENDS--



[PDF & IMAGE 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