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MEDIA RELEASE

Australian Made calls on businesses to 'buy Australian'

The Australian Made Campaign is calling on businesses to revisit their procurement policies; after research released today revealed just **20 per cent** of Australian companies have a firm policy of buying Australian-made goods wherever possible.

The Roy Morgan research also showed that **34 per cent** of companies had neither a policy nor a preference for buying Australian-made goods.

"It is worrying to discover that the portion of companies with 'buy local' policies in place is so low," Australian Made Chief Executive, Ian Harrison, said.

"Perhaps even more concerning is the percentage of businesses with no apparent inclination to reinvest back into the local business community they operate in."

"At a time when it is clear that consumers, even Government, are placing more importance on buying Australian-made, it is disappointing that businesses are not leading the way," Mr Harrison said.

The top three reasons given by businesses for not having a clear policy or preference were **Price** (21%), **Lack of availability** (20%) and **Value** (14%).

Mr Harrison said the misconception that Australian products are always more expensive needs to be revisited and put into a broader context than just price.

"We recognise the pressure that many Aussie businesses are under in the marketplace from cheap imports and the need therefore to keep the 'cost of doing business' down, but we urge them to consider local sourcing wherever possible," Mr Harrison said.

"Products made and grown in Australia to our high quality, health and safety standards offer genuine value."

All consumers looking to find genuine Australian-made or grown products - whether they be individuals, businesses or Government - should visit www.australianmade.com.au.

Featuring more than 10,000 products from over 1800 Australian manufacturers, processors and producers, the Australian Made website enables visitors to quickly and easily find locally made, grown or caught products. The website only features genuine Aussie products that have been certified to carry the Australian Made, Australian Grown (AMAG) logo – Australia's only registered country-of-origin trade mark.

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Download the complete research report [here](#).



NOTE TO MEDIA

Australian Made Chief Executive, Ian Harrison 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 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 1800 businesses are registered to use the AMAG logo, which can be found on more than 10,000 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