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MEDIA RELEASE

Research shows more businesses are implementing 'buy local' policies

The majority of Australian businesses now have a policy or preference for buying Australian-made goods wherever possible, according to independent research released by the Australian Made Campaign today.

The report on the purchasing habits of the commercial sector reveals nearly three quarters (74.4%) of Australian businesses favour locally made products.

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.

Australian Made Campaign Chief Executive, Ian Harrison, said the latest results demonstrated progress, as in 2013 a similar survey revealed less than two thirds (61.5%) of Australian businesses had a policy (20.4%) or preference (41.1%) for buying Australian-made.

"This research is encouraging, and offers hope for Australian producers," Mr Harrison said.

"Businesses reinvesting in local industry and local jobs through sustainable purchasing policies will go a long way towards developing sectors which are resilient against a fluctuating dollar."

Mr Harrison said supporting the community and economy were just a few of the reasons businesses were choosing to buy locally made and grown goods.

"Increasing awareness of the high quality and safety standards Australian producers must meet, and demonstrable value for money over product lifecycles, are playing into these purchase decisions," Mr Harrison said.

Earlier this year the Australian Made Campaign's research into the purchasing preferences of consumers revealed a similar trend towards buying locally made goods. Future purchase intentions were found to be heavily influenced by whether or not a product was Australian-made or Australian-grown, across all product categories researched.

Mr Harrison said given the rise in demand for locally made and grown goods by consumers and businesses alike, it was important for producers to market their products with prominent country-of-origin branding.

To register to have your products certified as genuinely Australian, visit www.australianmade.com.au.

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DOWNLOAD THE RESEARCH HERE

NOTE TO MEDIA

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

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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 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 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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