



**MEDIA RELEASE**  
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## Australian-made goods still number one for Aussie shoppers

New data from Roy Morgan shows the preference for Australian-made goods has remained strong over the last year. In the last 12 months, a huge majority of 96% of Australians said they are more likely to buy products made in Australia.

Roy Morgan CEO, Michele Levine, said Australian-made goods have retained their preferred status for Australians to buy. “A nearly unanimous 96% of Australians say they are more likely to buy a product marked as ‘made in Australia’, unchanged a year ago. In comparison, less than 1% of Australians say they are less likely to buy a product that is ‘made in Australia’.

“Support for buying Australian-made goods shot up during 2020 and the first year of the pandemic and has remained high ever since as the closure of international borders and restrictions on travel during the last two years has clearly boosted the attraction of buying locally made goods,” said Levine.

Australian Made Chief Executive, Ben Lazzaro, said this research further highlights the demand for locally made goods.

“The pandemic has really opened many people’s eyes to the importance of locally made products. This research shows Australians are continuing to prioritise manufacturing self-sufficiency and job creation, and we see no signs of that slowing down,” said Lazzaro.

“When you buy Australia Made, Australian Grown products, you know what you are getting - products made to the highest of manufacturing standards and grown in our clean, green environment. At the same time, you are having a direct economic impact on the livelihoods of hundreds of thousands of Australians throughout the supply chain.

Since its establishment in 1999, the Australian Made Campaign has helped thousands of brands communicate their Australian Made credentials with authority and credibility.

Almost all Australians (99%) recognise the Australian Made logo, and the vast majority (92%) confident products displaying the logo are made in Australia. 97% of Australians also associate the iconic kangaroo logo 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<sup>1</sup>.

To find locally made goods, look for the green and gold kangaroo and visit Australia’s biggest online directory of genuine Aussie products at [www.australianmade.com.au](http://www.australianmade.com.au).

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<sup>1</sup> Roy Morgan 2020



## **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 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 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 4200 businesses are registered to use the AMAG logo, which can be found on thousands of products sold here and around the world.

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

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