



The Australian Advantage



99%

of Australians recognise the Australian Made logo



92%

of Australians trust the Australian Made logo



When asked which country of origin label on products provides the most confidence a product is genuinely of Australian origin



Australians associate the following attributes with the Australian Made logo



- 97%** Supports local jobs & employment
- 95%** High quality
- 95%** Safe
- 89%** Use of ethical labour
- 83%** Good value
- 78%** Sustainable
- 77%** Leading edge
- 74%** Clean and green



73% of Australians

have a positive opinion of businesses that partner with the Australian Made logo



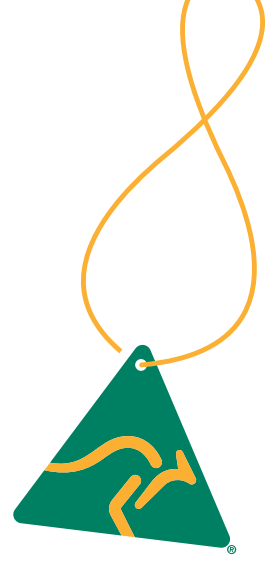
73% of Australians

are likely to engage with businesses that partner with the Australian Made logo

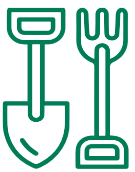


75% of Australians

are likely to purchase from retailers that partner with the Australian Made logo



Australians have a preference for Australian-made products in each category



80%

Agricultural and gardening equipment



74%

Children and baby care products



68%

Building and renovation materials



68%

Animal, pet and pet care products



64%

Household cleaning and laundry



62%

Caravan, camping and outdoor living



60%

Beauty, personal care and cosmetics



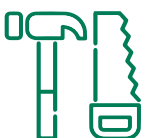
60%

Furniture and home furnishings



58%

Mattresses, pillows, quilts and bedding



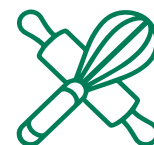
56%

Tools and hardware



56%

Clothing, jewellery, bags and accessories



54%

Cooking equipment and dinnerware

