

# GET THE AUSTRALIAN ADVANTAGE

## CONSUMERS AND BUSINESSES HAVE A PREFERENCE FOR BUYING AUSTRALIAN.

When you market your product as genuinely Australian with the Australian Made, Australian Grown logo you are aligning your brand with Australia's most recognised and trusted country of origin symbol.

The Australian Made logo is a highly effective and powerful marketing tool, trusted and used on thousands of products.



**99%**

of Australian consumers recognise the logo\*



**93%**

of Australian consumers trust the logo\*



**89%**

of Australian consumers are more likely to buy Australian Made products^



**89%**

of certified businesses say the Australian Made logo differentiates their products from competitors



**4,500**

companies use the logo on thousands of products sold in Australia and around the world

\*Roy Morgan 2022 ^Roy Morgan 2024



"It's important to our business and to our customers that we are certified as Australian Made.

It aligns us with Australia's reputation as a great manufacturer, and gives our customers confidence in our products.

— **ASHLEY DAFF**  
RESEARCH & DEVELOPMENT DIRECTOR, MAGIC MOBILITY



# HEAR FROM AUSTRALIAN MAKERS



Godfrey Hirst



CNH Industrial Australia



Sleep Corp



Wynstan



“The Australian Made logo is one of the most important badges that we wear on the box.”

— DAVID FISHER  
DIRECTOR, DENTONS



## OUR AUDIENCE



**74,000+**  
followers



**10,000+**  
followers



**316,000+**  
monthly website sessions  
*\*average over past 3 months*



**439,000+**  
followers



**21,000+**  
followers



**63,000+**  
Aussie Made Club members



**4,000,000+**  
monthly views\*  
*\*average over past 3 months*

Australia’s iconic green-and-gold kangaroo logo has a digital following of over 500,000 consumers passionate about all things Aussie Made.

Licensees get exclusive access to all Australian Made social and digital channels.

**FIND OUT MORE AT**  
**AUSTRALIANMADE.COM.AU/APPLY**