

# Branding products as

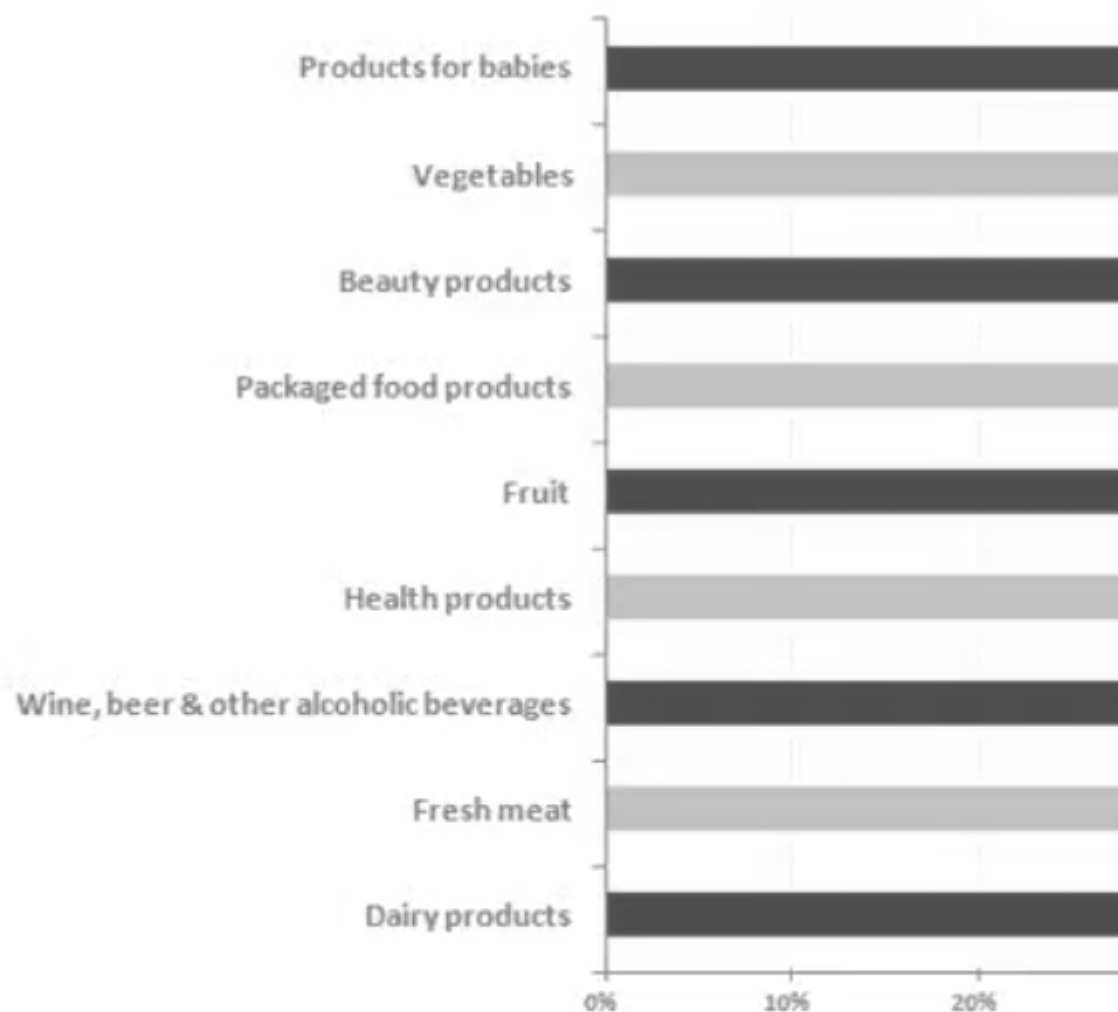
In qualitative and quantitative consumer research conducted by AMCL in China, consumers indicated the following attributes:

- Successfully makes the Australian connection: 70%
- Clean and green: 70%
- Official: 56%
- Fresh: 60%
- Environmentally friendly: 71%
- Easy to understand: 66%
- Pleasing image: 61%

Note: Research undertaken by Horizon Consumer Science in Shanghai. Results are combined due to only slight differences in results between

# Branding product

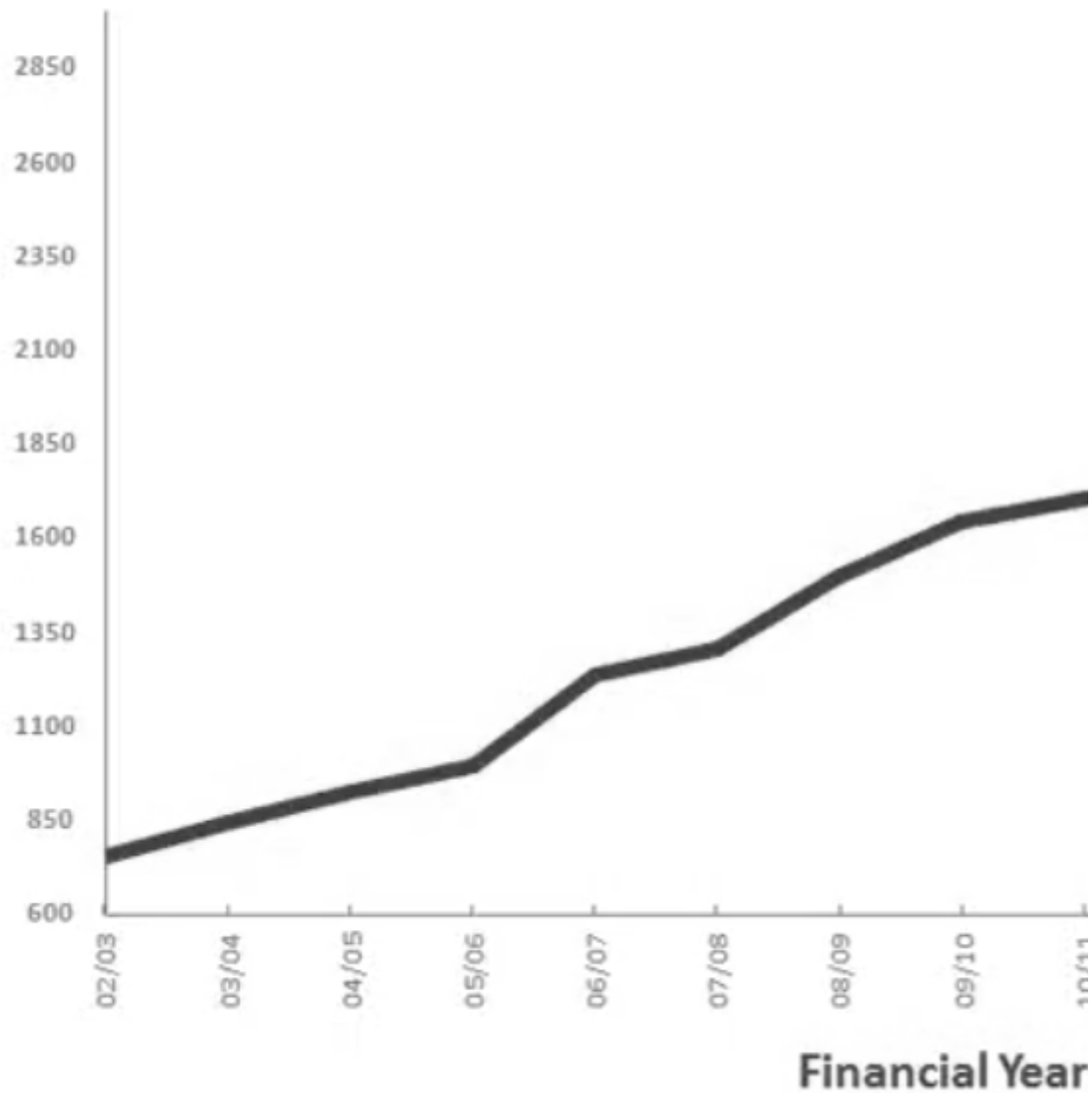
Australian products are more likely to carry the Australian Made logo



使用logo公司数目统计

# Companies using the l

Licensees

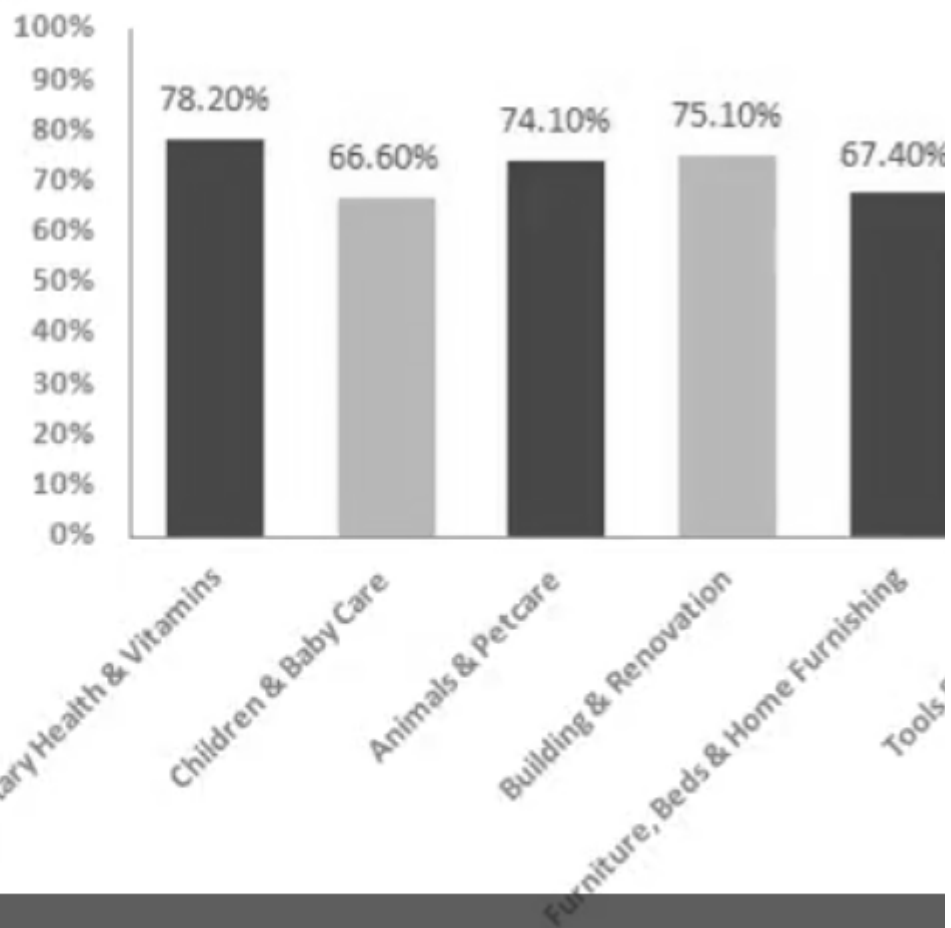


未来市场划分统计

# Future purchase in

How likely are consumers to go for locally made products when shopping

## Sectors where Australian ma



14:12

品牌信任度统计

# Brand recognition and t

**99%** of Australians surveyed recognis

**86%** trust the logo as confirmation of

Recognition

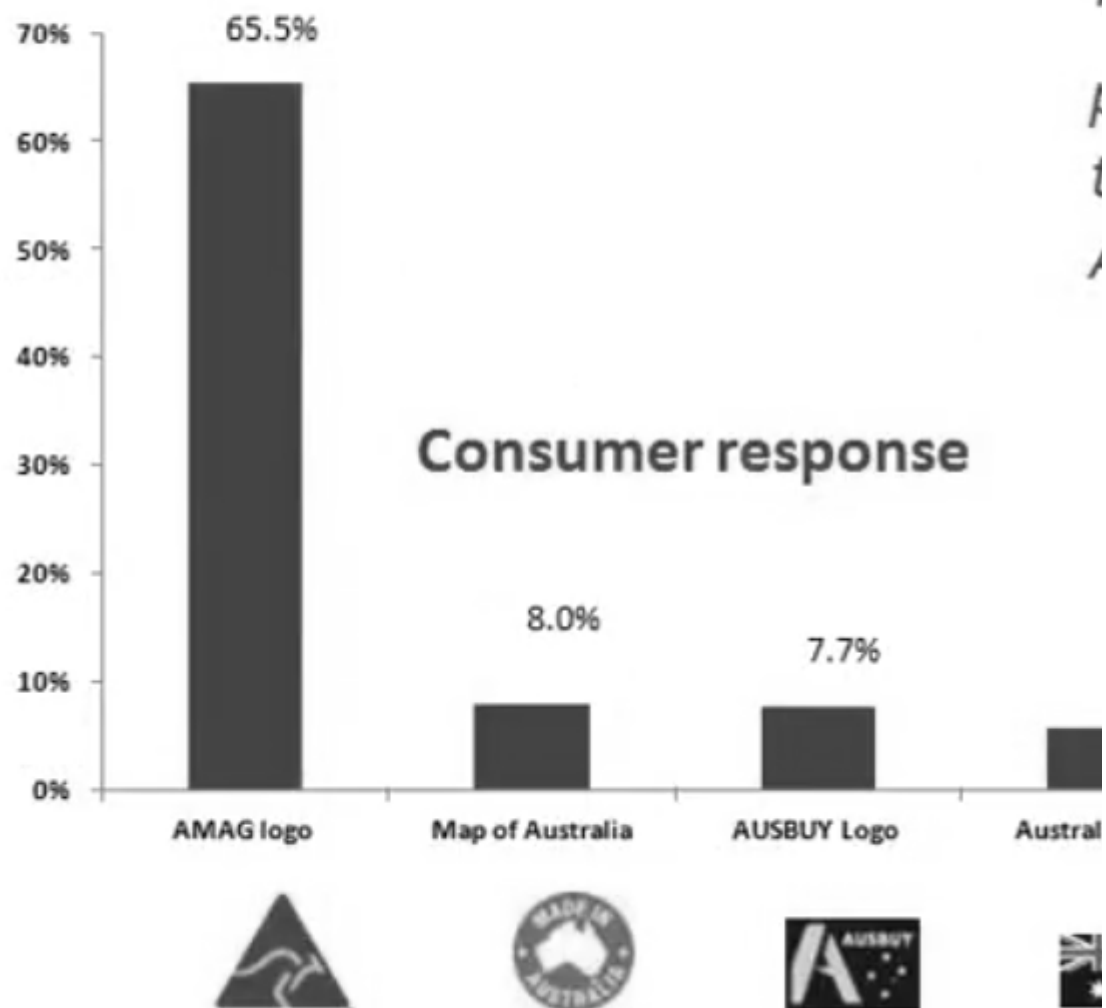


Roy Morgan Research - 201

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和澳洲其他logo的数据对比

# Other 'country of origin'



澳洲本地人群品牌承认度统计

# Australians prefer Aust

According to Roy Morgan Research, A  
to buy Australian-made products tha  
countries.

71%

Of the general  
population  
prefers to buy  
Australia-made  
products

75%

Of small-  
business  
owners have  
preference fo  
Australian-  
made product

Roy Morgan Research – Sing

# What's next?

## 2018

New Country of Origin Food Labelling legislation makes it compulsory for nearly all food products sold domestically to carry the new information panel.

Those products that are eligible to make an Australian Made or Australian Grown claim will carry the famous green and gold kangaroo.