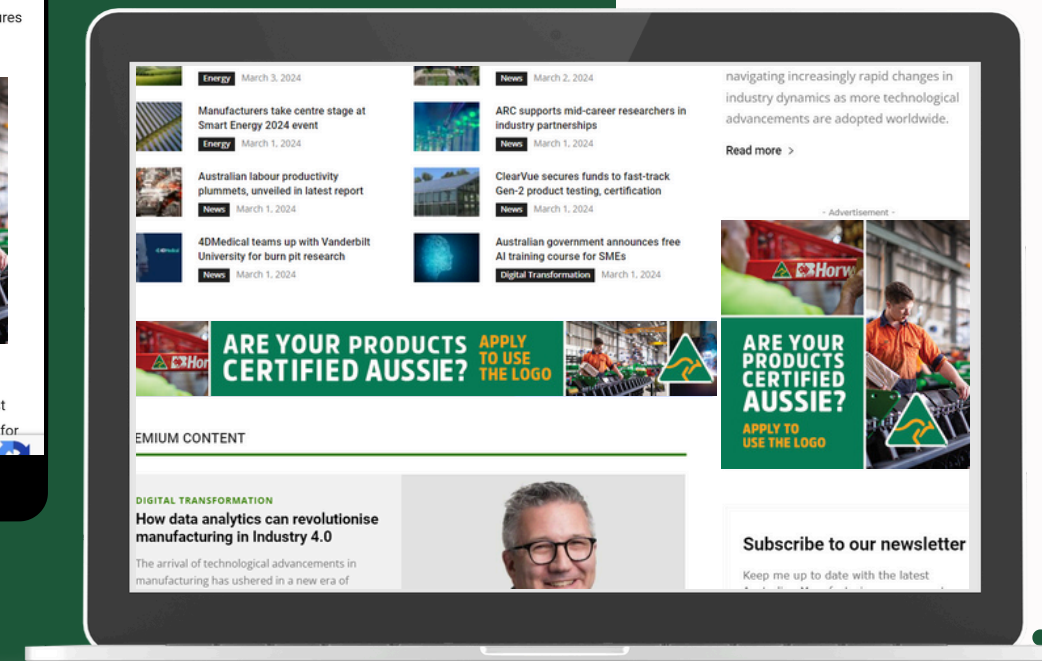
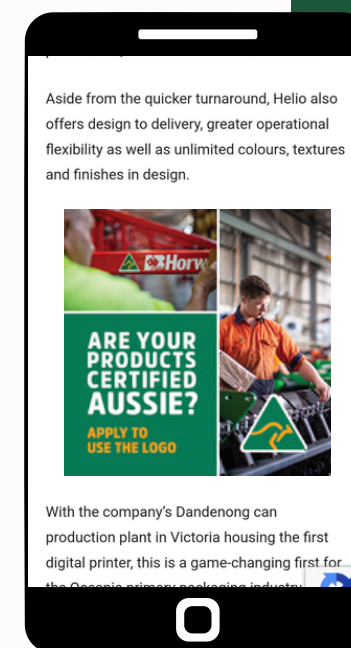
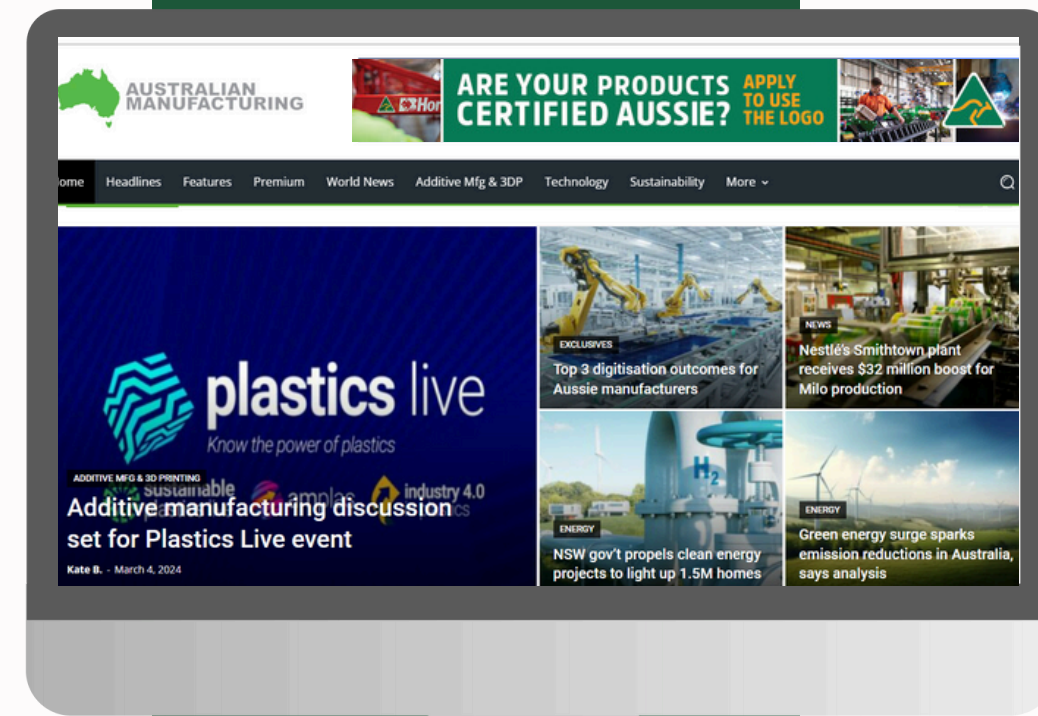




Australian Made



ALWAYS ON ADVERTISING BANNERS

Leaderboard (728 x 90)



MREC (300 x 300)



NEWSLETTERS



Issue 546
Friday, 2 February



Automation pathways for manufacturing

Reserve your spot

Australian manufacturing PMI shows signs of recovery in January – Judo Bank



Judo Bank's Australia Manufacturing Purchasing Manager's Index (PMI) for January indicated a stabilisation in the country's manufacturing sector conditions at the beginning of 2024.

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Top News



Aussie steel manufacturing industry gets \$200M gov't boost

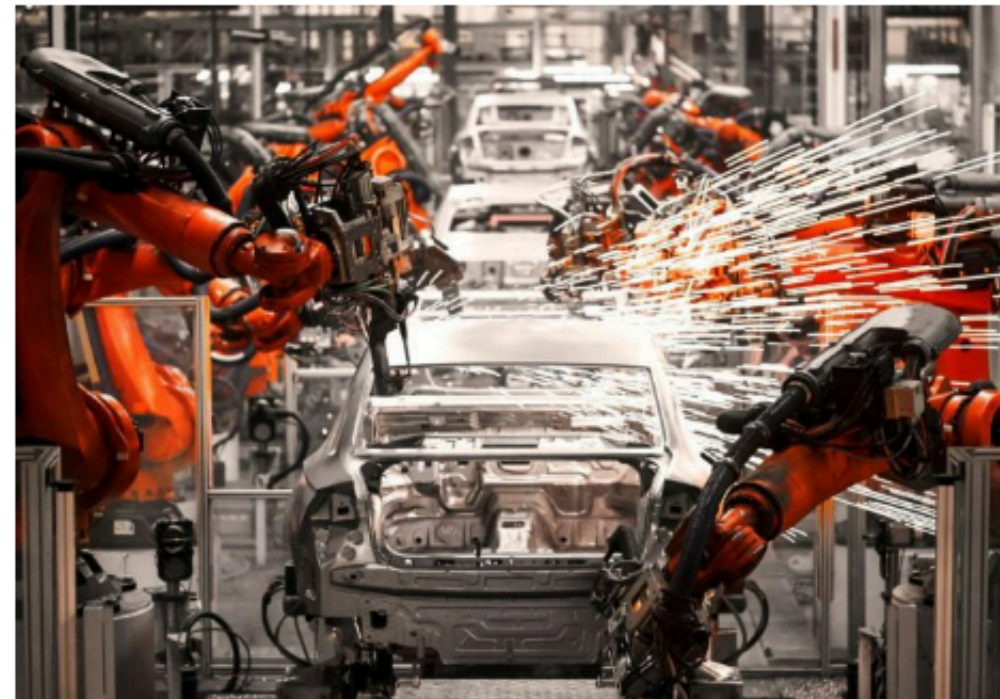
The Australian government has announced \$200 million in grant funding that aims to help Australian steel manufacturers...



Issue 550
Friday, 1 March



NSW allocates \$275 million for net zero manufacturing grants



The NSW Government is today unveiling a substantial \$275 million allocation in grants as part of the Net Zero Manufacturing Initiative, aimed at cementing NSW as the premier destination for the development and production of clean technology.

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Automation pathways for manufacturing

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Top News



New QBUILD Cairns facility to boost manufacturing for homes in Queensland

BRANDED CONTENT

The Australian Made effect on food in export markets

By Sponsored Content - October 3, 2022



Image Provided: Australian Made



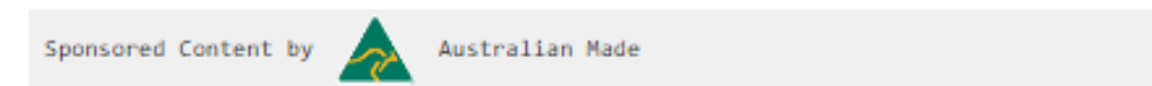
The Australian Made, Australian Grown (AMAG) logo is a global icon. Instantly recognisable and well-regarded, the green and gold kangaroo is internationally known as a marker of genuine Australian Made products made to Australia's high standards.

Research conducted on over 4,000 participants across six countries* has shown that 97% of overseas consumers have a positive first impression of the AMAG logo, perceiving certified Australian Made products as safe, ethical and high quality. Using the logo on products sold in export markets allows consumers to instantly make the 'Australian connection', providing recognisable third-party accreditation and capturing attention.

Certifying food products with the green and gold kangaroo not only provides consumers with confidence about the product's origin, it also leads to a greater likelihood of purchase. 87% of overseas consumers surveyed believed that products carrying the AMAG logo were genuinely made in Australia, and 72% became intrigued about the product once they saw the logo.

The Australian Advantage

By Sponsored Content - August 15, 2022



The Australian Made claim has never been more powerful than right now. It tells consumers products that carry the claim are made to some of the world's highest manufacturing and safety standards, with inputs often sourced from Australia's clean green environment. It also makes a compelling statement about generating local jobs and economic activity.

With this in mind, it's no surprise that Australian Made products are viewed positively, even more so in the current COVID and disaster-affected environment. In fact, recent Roy Morgan research found that 73% of Australians had a favourable opinion of businesses that partner with the Australian Made logo, with 75% likely to purchase from them.

Underpinned by a third-party accreditation system, the logo ensures the products that carry it are certified as 'genuinely Australian'. It is Australia's only registered country of origin certification trademark and has helped thousands of brands communicate their Australian credentials to consumers, businesses and all levels of government for more than 30 years.