



MEDIA RELEASE
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A tenner a household: a small price for big benefits

GIVING our economy a much-needed boost is as easy as saying 'G'day' to one extra Australian-made product a week, says Aussie entrepreneur, model and mum, Elyse Knowles.

Knowles has joined forces with the Australian Made Campaign Ltd (Australian Made) to urge shoppers to seek out genuine Aussie products with the launch of the first ever Australian Made Week on May 24. The initiative comes after a challenging year for many Australian businesses, and aims to celebrate and support local makers and growers around the country.

According to Roy Morgan Research, if every household spent an additional \$10 a week on Australian Made products, it would inject an extra \$5 billion into the economy each year and create up to 11,000 new jobs.¹

Australian Made Ambassador Elyse Knowles said she had enjoyed seeing the wide range of genuine Australian Made goods in the lead-up to the week, and meeting fellow entrepreneurs passionate about encouraging people to make the switch to 'Australian Made'.

Elyse and partner Josh Barker started an Australian building and construction business called *J&E Projects* in 2018. She said \$10 was a small price to pay to help support local makers and growers.

"Working with our local communities, farmers and growers is something I am so passionate about. Shopping daily with local vendors for fresh produce and household supplies is such a simple task but the value it brings to the lives of our fellow Aussies is pretty incredible," Elyse said.

"Josh and I are constantly changing our building processes to ensure we incorporate as many Australian products as possible.

"The premium quality we come across day after day continues to amaze us. There are so many talented people in our country - to champion their skills, creativity, work ethic and products is a rewarding way to do business.

"Business has been challenging for many throughout the pandemic. If we can all make an extra effort to keep an eye out for the iconic green and gold Australian Made logo, the benefits will be huge for everyone."

Australian Made Chief Executive Ben Lazzaro said Australian Made Week was a great time to focus on the benefits of buying local.

"When you buy Australian Made, not only are you getting products made to some of the highest standards in the world, you create jobs, now and into the future, and support thousands of Australians throughout the supply chain. Australian Made Week is a great opportunity to celebrate all the great things we make and grow, and commit to reassessing our shopping habits and prioritising Aussie products," Lazzaro said.

¹ Based on 52 weeks

According to Roy Morgan Research 2020, nine out of ten Australians believe we should be producing more products locally following the COVID pandemic. The same research says that 93 per cent of Australians prefer to buy products made in Australia.

“In nearly every product category there is an Australian option - from high-end health and beauty products, to quality furniture and bedding, as well as safe children and baby care items, through to tough building and industrial materials. All of these and many more will take centre stage during Australian Made Week.”

“Manufacturing is an essential part of our economy. Every Australian Made product purchased is directly supporting a sector of 900,000 people and thousands of businesses across the supply chain. One job in manufacturing produces three to four jobs in other parts of the economy²,” he said.

‘Australian Made Week’ will be supported through a series of local events, TV, radio, out-of-home, print, online and social media ad placements.

So look for the Australian Made logo - Australia’s most trusted, recognised and widely used country of origin symbol. Consumers can learn more about Australian Made Week and find genuine Aussie products at www.australianmadeweek.com.au.

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NOTE TO MEDIA

Australian Made Campaign Chief Executive Ben Lazzaro, and Australian Made Week Ambassador Elyse Knowles are available for some interview and vision opportunities.

MEDIA CONTACTS

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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 that are 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 3800 businesses are registered to use the AMAG logo, which can be found on some 20,000 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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² ACCI 2020