



MEDIA RELEASE
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Australian Made Week starts today: Extra \$10 on Aussie Made can create 11,000 new jobs

The first-ever Australian Made Week kicks off today and shoppers are being urged to say 'g'day' to one extra locally made or grown product per week to help boost the country's economy over the next 12 months.

According to recent 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.

Australian Made Chief Executive, Ben Lazzaro, said the purpose of Australian Made Week – which runs from Monday 24 May to Sunday 30 May – is to celebrate and support local makers and growers.

"It's an opportunity to focus on the benefits of buying local and highlight that when you buy Australian Made, you have a direct economic impact on the livelihoods of hundreds of thousands of Australians throughout the supply chain," he said.

"Even making a small change in your weekly shopping can create a huge difference for local businesses."

Entrepreneur, model and Australian Made ambassador Elyse Knowles is calling on everyone to get involved in Australian Made Week by seeking out and buying genuine Aussie products bearing the trusted green-and-gold kangaroo logo.

"When you're making purchases – whether it's flowers, bedlinen, skincare or socks – go for Australian Made or Grown, and spread the word on your socials by posting about your buy with #AustralianMadeWeek," Knowles said.

"There are so many high quality Australian products and we have an international reputation for having some of the highest standards in craftsmanship, safety and quality. Hopefully I can help encourage Australians to support their local communities and buy one more Australian Made product per week."

Australian Made Week is being promoted through TV, radio, print and online advertisements featuring Elyse Knowles. The TV and radio advertisements can be accessed [here](#) and [here](#).

Consumers can learn more about Australian Made Week and find genuine Aussie products at www.australianmadeweek.com.au

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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 over 30 years. More than 3,800 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.