



MEDIA RELEASE
FOR IMMEDIATE ISSUE

Ash Barty set to smash Australian Made Week

She's a former Young Australian of the Year, an Australian Open, French Open and Wimbledon champion, and has excelled in other endeavours, including golf, cricket and as an author, role model and a proud Ngarigo woman. Now Ash Barty is serving one of her most patriotic points yet as the ambassador for Australian Made Week 2023 (15–21 May).

Ash will be representing Australia as she highlights how seeking out and buying products bearing the Australian Made logo supports local growers, producers and businesses and benefits the Australian economy.

Ash said buying goods and produce made in Australia also comes with an added feel-good factor.

"There are so many benefits to buying Australian made, including creating and supporting local jobs and boosting the economies of cities and towns where the goods are produced," she said.

"There's a huge amount of choice when it comes to local goods, plus you can buy with confidence knowing that goods carrying the Australian Made logo have been grown and manufactured locally to Australia's high standards.

"I grew up on some iconic Aussie brands, so I'm incredibly excited to have this opportunity to be part of the Australian Made campaign and spread the word about homegrown favourites and newcomers. Having travelled the world, I feel so much pride in our country and the high-quality goods it produces.

"Nothing would make me happier than knowing my involvement in Australian Made Week had encouraged people to support our wonderful country."

The latest figures from Roy Morgan Research show Australians are as committed as they've ever been to supporting local manufacturing and production. Four in five (86%) say buying Australian is important to them, while 67% state they 'often' or 'always' buy Australian-made products. Impressively, 99% of Australians aged 18 and over are aware of the Australian Made logo.

Australian Made Chief Executive Ben Lazzaro says he couldn't think of anyone better to draw attention to Australian Made Week and help push that recognition to 100% than Ash.

"This is a great time to remind everyone about the direct economic impact buying Australian can have on the livelihoods of thousands of Australians throughout the supply chain," Ben said.

"Ash is the perfect ambassador to highlight the best this country has to offer. She is an inspiration and loved by Australians. Ash also has a long-standing history of supporting Australian Made brands including Vegemite and Esmi Skin Minerals, so working with Australian Made is a natural extension of this.

"There's an Australian Made option in just about every product category you can think of, from high-end health and beauty products to industrial materials.

"During Australian Made Week, we'll be highlighting the stories of some of the people behind the more than 4,400 businesses that consider their Australian Made certification a badge of honour."

Keep your eyes out for the Australian Made, Australian Grown green-and-gold 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 australianmadeweek.com.au and share their Australian Made purchases on social media using #AustralianMadeWeek

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NOTE TO MEDIA

Ash Barty is available for limited interview opportunities pertaining to the week.

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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 trademark for the full range of genuine Australian products and produce. It has been helping Australian consumers, farmers, processors and manufacturers for more than 30 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 4,400 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.