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MEDIA RELEASE

Australian Made Foundation Cup underway!

Some of the country's best and brightest young tennis stars have taken to the courts at West Lakes Tennis Club in Adelaide for the Australian Made Foundation Cup.

The interstate tournament features young kids from rural and regional areas and creates an opportunity for them to compete on a national stage.

The Australian Made Foundation Cup is an initiative of the Fed Cup Foundation and one which the Australian Made Campaign Limited (AMCL) has proudly supported for the last 5 years.

The tournament began with an opening ceremony on 9 January where Minister for Education and Training, Simon Birmingham, presented all teams with medals and a plaque to recognise their participation.

"Well done to all the budding hot shots at the Foundation Cup and good luck for the rest of the week," Senator Birmingham told the players.

"It's important that we continue to encourage and nurture local talent – whether that's our next crop of farmers, manufacturers or tennis stars. The Australian Made Foundation Cup is just one way we can help to do that," AMCL Chief Executive, Ian Harrison, said.

The tournament is running until 12 January, with members of the public encouraged to head along and catch some of the action.

The best and fairest male and female players will each receive a \$1,000 cheque, awarded by the Australian Made Campaign and the Fed Cup Foundation.

To find out more visit www.australianmade.com.au.

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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

For more images of the tournament please email or call AMCL's Media and Communications Officer, Jo Macarthur.



The Australian Made Campaign

MEDIA CONTACT

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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 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 2600 businesses are registered to use the AMAG logo, which can be found on some 16,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.
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Caption: Australian Made Campaign Chief Executive Ian Harrison, Senator Simon Birmingham and Fed Cup Foundation President Judy Dalton alongside all teams and coaches participating in the tournament



Caption: Australian Made Campaign Chief Executive, Ian Harrison and Minister for Education and Training, Simon Birmingham present medals and plaques to the players and coaches



Caption: Australian Made Campaign Chief Executive, Ian Harrison and Minister for Education and Training, Simon Birmingham with the team from South Australia