



**MEDIA RELEASE**  
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## **Adam Liaw cooks up excitement for Australian Made Week**

Cook, lawyer, TV presenter, author, and now Australian Made Week Ambassador Adam Liaw is urging consumers to seek out and buy genuine Aussie products bearing the trusted green-and-gold kangaroo logo to support the country's makers and growers, as well as safeguard against access and supply issues highlighted by the pandemic.

Taking place 6–12 June 2022, Australian Made Week highlights the makers and growers that are boosting the local economy, particularly in a post-pandemic climate where locally sourced product is more important than ever.

Liaw said that buying Australian Made comes with a feel-good factor as you're making socially, economically, and environmentally responsible purchasing decisions with far-reaching benefits.

"We are absolutely spoilt for choice in Australia as we have the best products in the world, manufactured and grown to the highest standards right here in our own backyard," Liaw said.

"COVID reminded all of us that we need to think and buy local – and move away from reliance on imported goods – if we're going to have manufacturing self-sufficiency and reliable supply chains, ensuring we can obtain products we want, when we want them.

"As a passionate supporter of local industry, I'm so excited to be part of this campaign. My view is it's a no-brainer to choose Australian Made when you can. When you do, everyone wins – be it through job creation, consistent supply of consumer goods, or just getting a top-quality product.

"To get involved in Australian Made Week, when you're making purchases – whether it's flowers, woks or socks – go for Australian Made or Grown and spread the word on your socials by posting about your buy with #AustralianMadeWeek.

"Something new that's been added to this year's activities and worth looking out for is a series of special events targeting specific industries and interests, including family and small business, technology, Indigenous business, agriculture, and e-commerce."

Australian Made Week 2022 follows on from the huge success of last year's inaugural campaign that prompted more than 70% of Aussies to increase their efforts to prioritise local product purchases. The same Roy Morgan survey found that nearly three-quarters (74%) of participants are concerned about the number of products sold in Australia that are made overseas.

Australian Made Chief Executive, Ben Lazzaro, said Australian Made Week was a great time to draw attention to the benefits of buying local.

"The pandemic has really opened people's eyes to the dependencies and vulnerabilities of relying on imported goods and how we can all play our part in making small changes that have a huge impact on our quality of life and our economy," Lazzaro said.

“When you buy Australian Made, you have a direct economic impact on the livelihoods of hundreds of thousands of Australians throughout the supply chain.

“Manufacturing is an essential part of our economy. Every Australian Made product purchased is directly supporting a sector of almost one million people from a hugely diverse range of backgrounds, education and skillset.

“Australian Made Week is also a fantastic opportunity to shine a spotlight on the interesting and inspiring people behind the 4,200-plus businesses that consider their Australian Made certification as a badge of honour.”

The Australian Made Week advertisements were filmed in Melbourne and capture Adam Liaw at: South Melbourne Market; commercial catering equipment manufacturer Luus Industries based in Sunshine West (Victoria); and family-owned furniture company Eaststyle (Tullamarine, Victoria). The advertisement can be viewed here [INSERT LINK].

Consumers can learn more about Australian Made Week and find genuine Aussie products at [www.australianmadeweek.com.au](http://www.australianmadeweek.com.au).

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#### **MEDIA CONTACT**

Chriss Mannix, Soda Communications

P: 0418 408 035

E: [chriss@sodacommunications.com.au](mailto:chriss@sodacommunications.com.au)

#### **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 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 4,200 businesses are registered to use the AMAG logo, which can be found on thousand of products sold here and around the world.