



MEDIA RELEASE
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Support Australian Made Week to cash in on economic benefits

During Australian Made Week (6–12 June), shoppers and businesses will be urged 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 illuminated by the pandemic.

A new advertising campaign will highlight how choosing local products and produce makes a huge difference for local employment and businesses, including family-owned commercial catering equipment manufacturer Luus Industries in Melbourne's west, where part of the Australian Made Week television commercial was filmed.

According to KPMG's 2021 Family Business Survey 67% of all businesses in Australia are family-owned and operated, with more than half of the nation's workforce employed by a family business¹.

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 many people's eyes to the importance of locally made products and how we can all play our part, including businesses, by prioritising Aussie products to help strengthen the economy," Lazzaro said.

"Roy Morgan research shows that 93% of Australians believe it is important to build up local manufacturing to protect Australians from problems with the supply of products made overseas.

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

"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."

Television chef, writer, lawyer, maker, business owner and Australian Made Week Ambassador Adam Liaw said it's more important than ever to support Australian businesses and, in turn, help the economy move forward.

"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," he said.

"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.

¹ KPMG 2021 Family Business Survey, <https://home.kpmg/au/en/home/insights/2021/05/family-business-survey-2021.html>

“Buying Australian Made comes with a feel-good factor as you’re making a socially, economically, and environmentally responsible choice with far-reaching benefits.

“I’m encouraging people to get involved in Australian Made Week by asking when they’re making purchases – whether it’s flowers, woks or socks – to go for Australian Made or Grown and make buying local a regular shopping habit for the other 51 weeks of the year.”

Luus Industries is a family-owned business that is immensely proud to bear the Australian Made logo on the premium catering equipment it designs, engineers and manufactures at its Sunshine West headquarters.

“The pandemic has been tough, but family-owned businesses are renowned for their resilience and ingenuity when faced with adversity,” Luus Industries CEO, Ao Luu explained.

“Our family has been in the industry for over 20 years and is committed to supporting the growth of manufacturing in Melbourne and Australia.

“Luus has a workforce of 65 employees whose diverse skills and specialties range from engineering, steel fabricating and welding, through to accounting, sales and marketing. We have so much capability and expertise in this country that we don’t want to lose due to overreliance on imported goods.

“When shoppers look for, and buy, Australian Made they’re supporting the livelihood of local manufacturing, local businesses, local families and local communities.”

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 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 thousands of products sold here and around the world.