



MEDIA RELEASE
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Team Australian Made set to score in the USA with Adelaide 36ers

The Australian Made Campaign (AMCL) is excited to announce its partnership with the Adelaide 36ers, becoming an Official Partner of the Australian basketball team's 2022 USA Tour.

The Adelaide 36ers will head to the USA in October to play two National Basketball League (NBL) x National Basketball Association (NBA) pre-season games in the lead-up to the NBL23 season - the Phoenix Suns at the Footprint Centre on October 2 and the Oklahoma City Thunder at the Paycom Centre on October 6.

The Australian Made logo will feature prominently on the club's uniform and all Adelaide 36ers' digital assets related to the tour, along with US-focused educational materials, on-site activations and local PR opportunities.

Australian Made Chief Executive, Ben Lazzaro, said the partnership presented a unique opportunity to promote the logo in the USA - one of Australia's most important trade and investment partners.

"Australian Made is thrilled to support the Adelaide 36ers on its US Tour, and we're positive the team will do Australia proud in the NBA pre-season," said Mr Lazzaro.

"The NBL x NBA initiative and associated brand activations provide a unique opportunity to educate consumers in the US market about genuine Aussie products and how to identify them through the mark of Aussie authenticity—the Australian Made logo."

The agreement comes as the National Basketball League (NBL) experiences [a surge in popularity across Australia](#), with rapidly growing attendance and TV audience numbers.

Adelaide 36ers Chief Commercial Officer John Tsianos said the club is thrilled Australian Made has come on board for the NBL x NBA pre-season tour.

"As an Australian team heading overseas, we're excited to represent our city and the nation on an international stage," Tsianos said. "Australian Made does a tremendous job in showcasing Australian products, and this partnership will allow another avenue for them to do so."

In the [USA \(Los Angeles\)](#), 97% of Americans have a positive first impression of the iconic Australian Made logo, with 87% believing products carrying the logo are from Australia and 66% becoming intrigued with products once they see the logo.

To learn more about AMCL or find authentically Australian products, please visit www.australianmade.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 thirty years.

The AMAG logo can only be used on products 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 as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4400 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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