



MEDIA RELEASE
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Australian Made Week: 20-26 May 2024

Australian Ingenuity Under The Spotlight

From the 'Dunny Buddy' (an outdoor toilet roll holder) to the 'Strucket' (an all-in-one strainer bucket), Australians are among the most ingenious makers and creators in the world and Australian Made Week from the 20-26 May is our chance to celebrate all that we create.

This year's Australian Made Week Ambassador, singer songwriter Jessica Mauboy, headlines an all-star cast of home-grown Aussie brands carrying the iconic green and gold kangaroo logo – signalling their Australian Made credentials.

"From the Black Box Flight Recorder and even WIFI – we Aussies have a reputation and passion for creating things. For me it's my music and I'm excited to lend my voice to celebrating the ingenuity of other Australians who put their heart and soul into producing home-grown products," Mauboy said.

Australian Made Chief Executive, Ben Lazzaro, said Australian Made Week aimed to put the spotlight on genuine Aussie goods.

"When we buy products bearing the iconic Australian Made green and gold kangaroo, we are helping all Australians enjoy the lifestyle that makes us the envy of the rest of the world," Lazzaro said.

"Australian Made Week is an opportunity for us to become more conscious about our purchases – because choosing Australian Made over imported goods, can have a huge impact. In fact, if each household spent an extra \$10 weekly on Australian Made products, it would generate almost an additional \$5 billion to the Australian economy and could create up to 9000 new jobs," he said.

And home is where the heart is with new Roy Morgan research showing that 91% of Australians want to see more Australian Made options¹ and 72% are seeking to buy more Australian Made products in the next 12 months¹.

From automotive to arts, beauty to boating, clothing to cleaning products and many, many more, every single purchase of products bearing our unique country-of-origin certification, helps create and support local jobs and boost the economies of the cities, towns and regions where the goods are produced.

"Whether you're buying something big or small, look out for the green and gold kangaroo, so you know you're buying genuinely Aussie, because Australian Made makes Australia," Mauboy added.

Australian Made Week 2024 runs from Monday 20 – Sunday 26 May. It follows on from the success of prior campaigns that have prompted more than 70% of Aussies to increase their efforts to prioritise local product purchases (Roy Morgan Research, 2021).

Additionally:

- Nearly 90% of Australians would be more likely to buy a product if they knew it was Australian made.¹
- 77% of Australians are willing to pay more for Australian made products.¹
- Businesses that use the Australian Made logo contribute \$7 billion to our economy.²
- 89% of Australians believe more manufacturing should be undertaken in Australia.³
- 74% of Australians are concerned with the number of overseas-made products sold in Australia.³
- 99% of Australians recognise the green and gold Australian Made logo.⁴
- 92% are confident products displaying the logo are genuinely Australian.⁴

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

Figures from Australian Made Campaign Ltd show that, in the past five years, businesses using the Australian Made logo have almost doubled.

Learn more about Australian Made Week and find genuinely Australian Made products at australianmadeweek.com.au

¹ Roy Morgan Research 2024

² Australian Made Campaign Ltd

³ Roy Morgan Research 2023

⁴ Roy Morgan Research 2022

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ABOUT AUSTRALIAN MADE

The Australian Made logo was commissioned by the Australian Government in 1986 and officially launched by then Prime Minister Bob Hawke. In 2007, an Australian Grown version of the logo was introduced for use on fresh foods grown in Australia.

The Australian Made, Australian Grown logo is a registered trademark that can only be used on products that have been approved by the independent, not-for-profit Australian Made Campaign Ltd (which took over ownership of the logo in 2002), and meet the criteria set by Australia consumer law.

The Australian Made, Australian Grown logo is used by around 4,500 businesses on thousands of products sold in Australia and export markets around the world.

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