



## The Australian Made Campaign

13 DECEMBER 2018

### MEDIA RELEASE

#### **Australia's rural and regional tennis champions set to playoff**

Australia's future tennis stars will compete for the Red Energy Australian Made Foundation Cup in January, an interstate tournament that gives young kids from rural and regional areas the opportunity to play on a national stage during the 2019 Australian Open.

The Red Energy Australian Made Foundation Cup finals, an initiative developed by the Fed Cup Foundation, will be held at Kooyong Lawn Tennis Centre in Victoria from 14-17 January 2019. It has been proudly supported by the Australian Made Campaign Limited (AMCL) for the last 7 years.

The tournament forms part of the Australian Made Summer of Tennis, an Australian Made-driven program which celebrates junior sporting achievements while highlighting the importance of buying Australian products and produce.

"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 Red Energy Australian Made Foundation Cup is just one way we can help to do that," AMCL Chief Executive, Ben Lazzaro, said.

The best and fairest male and female players will each receive a \$1,000 cheque and the top state based team from the four day tournament will be awarded the Red Energy Australian Made Foundation Cup.

"For almost 20 years the Australian Fed Cup Tennis Foundation has supported tennis players from small country towns throughout the country. We believe this event is vital to inspire young Australians to reach their potential both on and off the court", Fed Cup Foundation President, Judy Dalton said.

Mrs Dalton will officially launch the Foundation Cup finals with support from Red Energy and the Australian Made Campaign at Kooyong Lawn Tennis Centre on 14 January 2019.

Regional playoffs recently concluded Australia wide, with 28 of the nation's best young tennis players set to represent their respective states at the championship.

Also featuring in the Australian Made Summer of Tennis is the 'Breakfast with the Stars' event held on 15 January 2019 at the MCC Members Dining Room, Melbourne Cricket Ground, Jolimont.

To find out more visit [www.australianmade.com.au](http://www.australianmade.com.au).

--ENDS--



## **NOTE TO MEDIA**

Australian Made Campaign Chief Executive, Ben Lazzaro, and Fed Cup Foundation President, Judy Dalton, are available for interview and vision opportunities. Please contact us if you would like to schedule a time.

## **MEDIA CONTACT**

Simon Bracken, Marketing & Communications Manager

P: +61 411 234 018 / +61 3 9686 1500

E: [simon@australianmade.com.au](mailto:simon@australianmade.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.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on more than 20,000 products sold here and around the world.

[www.australianmade.com.au](http://www.australianmade.com.au)

## **ABOUT THE FED CUP FOUNDATION**

The Australian Fed Cup Foundation is a not-for-profit organisation that works to promote women's tennis and, in particular, the Australian Fed Cup team and the Fed Cup competition as a whole. The Fed Cup Foundation hosts a number of events throughout the year, including the Foundation Cup. Other highlights include the Breakfast with the Stars events in Melbourne during the Australian Open.

[www.fedcupfoundation.com.au](http://www.fedcupfoundation.com.au)