



MEDIA RELEASE
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eBay Australia partners with Australian Made to support local businesses

Australian Made is excited to announce its partnership with eBay Australia, providing a pathway to market for Australian manufacturers to grow their businesses online at a time when they need it most.

Australian Made's first partnership with an online marketplace comes as a growing number of online shoppers demonstrate their desire to support Aussie businesses during this challenging period with eBay recording a 54 per cent increase in items purchased from Australian sellers since mid-April.

The partnership will give eBay's 11-million unique monthly visitors access to Australian Made on eBay; a central hub that offers shoppers one convenient location to find products bearing the iconic accreditation across a range of categories including fashion, health and beauty, automotive, and home and garden.

Ben Lazzaro, Australian Made Chief Executive, says, "We are delighted to partner with eBay to provide this new channel to market for Australian makers. Not only does Australian Made on eBay provide our homegrown businesses the opportunity to tap into a huge online audience nationwide, it also provides them the opportunity to export to other markets and grow their overseas customer base too."

eBay Australia's Managing Director, Tim MacKinnon, says, "As Australia's number one shopping site, we've seen more Australians come to eBay for the things they need in recent months from everyday essentials to office furniture. One standout trend has been an increased demand for products made and sold by Australian sellers as buyers rally to support local businesses and manufacturers.

"Our partnership with Australian Made also offers eBay's Australian small and medium businesses the opportunity to be discovered by 174-million global buyers by displaying the renowned Australian Made logo - a mark of trust and quality - and helping to drive future sales."

eBay has seen a 35% increase in the number of certified Australian Made sellers on-site in the last five months including categories such as skincare, fashion and toys. Since April, sales among these businesses have increased by 57% year-on-year.

Minister for Industry, Science and Technology Karen Andrews, said the partnership makes it easier for Australians to buy Australian Made products and support local jobs.

"We know there's a huge groundswell of Aussies looking to buy Australian Made, and to have eBay make it easier for shoppers is a huge win for our local manufacturers.

"I've been overwhelmed with messages from everyday Australians asking what they can do to support local manufacturing in the wake of the COVID pandemic and my consistent response is to buy Aussie Made where you can. Buying Australian Made doesn't just help the manufacturer, it creates an increased demand for everyone along the supply chain – from our farmers to local courier drivers to packaging suppliers."

Visit Australian Made on eBay at www.ebay.com.au/e/special-event/australian-made



eBay Australia is committed to supporting sellers and products licensed by Australian Made. If you'd like your products to be featured, please visit <https://sellercentre.ebay.com.au/australianmade>

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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 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 3000 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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

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