



MEDIA RELEASE
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Good as gold: Adelaide 36ers take the win in the US with Team Australian Made

Team Australian Made congratulates the Adelaide 36ers for their historic win against the Phoenix Suns in the US on Sunday.

The Adelaide 36ers are the first NBL team ever to win a pre-season game against an NBA team, after their momentous 134-124 win at the Footprint Centre in Arizona. Australian Made Chief Executive Ben Lazzaro said, "Australian Made is excited to partner with the Adelaide 36ers and support their US Tour. The team did Australia proud in Phoenix."

The Australian Made logo lit up the stadium during the game and was prominently featured on the team's uniform, giving Australian Made, and Aussie exporters, a powerful platform to promote the famous green and gold kangaroo to consumers in the US and to educate shoppers on the benefits of buying products that are 'Authentically Aussie'.

Australia's greatest ever basketballer, Andrew Gaze, is also travelling with the Adelaide 36ers as an ambassador for the tour and to spread the Australian Made message to US consumers.

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 Australian made products once they see the logo.

According to the Department of Foreign Affairs and Trade, Australia exported [A\\$24.2 billion](#) worth of goods to the United States in 2021, making them Australia's fifth largest trading partner.

The Adelaide 36ers are in the USA for two National Basketball League (NBL) x National Basketball Association (NBA) pre-season games in the lead-up to the NBL23 season. The next game is against the Oklahoma City Thunder at the Paycom Centre on Thursday 6 October.

When announcing the partnership, the Adelaide 36ers Chief Commercial Officer John Tsianos said the Adelaide 36ers were thrilled to represent Australian Made in the USA. Mr Tsianos said, "Australian Made does a tremendous job in showcasing Australian products, and this partnership will allow another avenue for them to do so."

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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