



**MEDIA RELEASE**  
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## **Australian Made Week launch spotlights local makers and growers**

Australian singer songwriter Jessica Mauboy serenaded factory workers at the launch of Australian Made Week today – lending her voice to the call to buy local.

Family-owned manufacturer GME hosted the singer and Minister for Industry and Science, The Honourable Ed Husic in urging shoppers to purchase more consciously and prioritise Aussie products.

“We Aussies have a reputation and passion for creating things. For me it’s my music. I’m excited to lend my voice to celebrating other Australians who put their heart and soul into producing home-grown products,” Mauboy said.

Recent research from Roy Morgan reveals that if every household spent an additional \$10 a week on Australian Made products, we would generate almost \$5 billion extra into our economy each year and create up to 9,000 new jobs.

“Australian products have a great reputation around the world for their craftsmanship, safety and quality and this is an important week for us to put a spotlight on Australians who are making a contribution through their efforts in manufacturing and production,” Minister Husic said.

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.

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

Australian Made Chief Executive Ben Lazzaro said Australian Made Week, which runs until Sunday 26th May, aimed to celebrate local makers and growers.

“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 – and even the smallest purchases can make a huge difference,” Lazzaro said.

“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,” he added.

Stephen Millar, CEO of GME Australia said supporting Australian Made had a direct impact on Aussie jobs and local innovation.

“GME is the only Australian manufacturer of UHF CB Radios and Emergency Beacons, important devices that Australians use to stay connected and safe for business and recreation. Government and consumer support are both critical in helping local manufacturing businesses like ours create jobs, protect our sovereign manufacturing capabilities and drive local product innovation,” he said.

Learn more about Australian Made Week and find genuinely Australian Made products at [australianmadeweek.com.au](http://australianmadeweek.com.au)

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- [DOWNLOAD IMAGES](#)
- [Download Roy Morgan Research](#)
- [Download Australian Made Week Product Spotlight](#)

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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 more than 4,500 businesses on thousands of products sold in Australia and export markets around the world.

**Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006  
1800 350 520  
[www.australianmade.com.au](http://www.australianmade.com.au)**

#### **ABOUT GME**

GME is a family-owned private company and is proudly 100% Australian. For over 65 years, GME has been an industry leader in the RF communication technology space.

GME is the only Australian manufacturer of UHF CB Radios and Emergency Beacon products and employs over 245 staff at a state-of-the-art facility in Western Sydney across Research and Development, Engineering, Quality Assurance, Manufacturing, Warehousing, Sales and Marketing, Finance and Technical Service functions.