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AUSTRALIAN MADE WEEK PUTS THE SPOTLIGHT ON LOCAL MANUFACTURING

The state's peak business organisation, **Business NSW**, believes next weeks '*Australian Made*' week is a great opportunity to showcase the outstanding local manufacturing taking place across Australia, but particularly here in NSW.

"We all learned during the pandemic how important it was to support local businesses, and that extended to supporting products that were made in Australia," said **Business NSW** Chief Executive Daniel Hunter.

"Like many Australians, I search for the famous '*Australian Made*' logo when out shopping, and research last year from Roy Morgan indicated 99% of Australians recognised the iconic green triangle with the gold kangaroo," Mr Hunter said.

"That same piece of research revealed 93% of Australians preferred to buy *Australian Made* when making purchases, so the opportunities are there for local manufacturers to cash in on the sentiments of Australian consumers.

"Australian manufacturers are being encouraged to take to social media to promote their brands under the *Australian Made* hashtag, while many businesses are going to be offering discounts on *Australian Made* products next week.

"Consumers are also vitally interested in the origins of some of their favourite brands, so now is a great time for Australian businesses to talk about their company's history and how some of their popular products came into being.

"Advanced manufacturing is such a vital cog in the NSW economy, with latest figures indicating there's more than 27,000 manufacturing businesses across the state, and as a result, hundreds of thousands of jobs reliant on the sector remaining strong.

"*Australian Made* week also offers the new Albanese Government a perfect opportunity to rethink the approach to skilled migration, as it's vital that manufacturing is able to bring in the expertise needed to keep pace with emerging trends across the globe.

"The message is clear – for businesses, be proud and show off your *Australian Made* certification, and for shoppers, make sure you take a second to look for that logo before making your purchases to help support local businesses," Mr Hunter said.

For more information go to www.australianmadeweek.com.au.

About Business NSW

Formerly the NSW Business Chamber, **Business NSW** is the peak policy and advocacy body which has been representing businesses in NSW since 1826.

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