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Statement from a News Corp Australia spokesman

The objective of the Back Australia campaign is about encouraging Australians to support businesses of all sizes which operate in Australia, employ Australians and produce products and services here.

Westpac Economics has found that if Australians redirected just \$100 a week from their existing family budgets to spending with Australian businesses or on products made in Australia, then this would generate nearly 40,000 new Australian jobs and grow the economy by \$16 billion over 12 months.

This message has resonated with many thousands of Australians and businesses locally.

Back Australia is also not calling for a simplistic, cross-the-board resurrection of the manufacturing industry, or for 'subsidies', handouts or funding for ailing manufacturing sub-sectors in which Australia does not have a comparative advantage. On the contrary, it is advocating for governments at every level to get policy settings right to unleash investment and innovation in areas where Australian enterprises can win.