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## Labor's response to US tariffs could see government pitches go to local agencies

By **Makayla Muscat** | 4 April 2025

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The Labor Government has announced that Australian businesses seeking to win Commonwealth procurement contracts will be captured by an official "Australian business" definition for the first time.

Prime minister Anthony Albanese unveiled a five-point plan in response to the Trump administration's 10% tariff which will be imposed on Australian imports from Saturday.

"Australian businesses will be front of the queue for government procurement and contracts, maximising values for local businesses and the taxpayer," he said.

The move encourages Australians to buy Australian goods over American ones.

Finance minister Katy Gallagher said Australian businesses have been calling for these changes.

"Procurement is one of the most important economic levers government has – helping to grow our economy, support small and medium businesses, and benefit Australian workers and consumers," she said.

"Being able to easily identify Australian businesses in tender processes will help make them more competitive, and guide future initiatives to better support them.

Trinity P3's founder and CEO Darren Woolley said the government should lead by example.

"A good place to start would be the Master Media Contracts held by the various state and federal governments, which involve spending millions of dollars in government funds each year on advertising, yet in every case the contracts are awarded to foreign owned agencies," he said.

"This is something the IMAA (Independent Media Agencies Australia), led by Sam Buchanan, has been discussing with the various governments and yet nothing changes.

"Perhaps it is time to make a change and put Government procurement policy into action?"

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Donald Trump. Credit: Reddit.

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