

THE ECONOMIC IMPACT OF APPLES NEVER FALL IN AUSTRALIA

DIRECT IMPACT OF PRODUCTION

51%
spent on
local goods
& services

A\$81.9m
spent across
Australia

49%
spent on
employee
compensation

More than
1,100
local
businesses
supported

1,100
full-time and
part-time local
jobs created

TOTAL IMPACT OF PRODUCTION

A\$135m
total contribution to
Australia's GDP

1,700
full-time and
part-time jobs
stimulated by
production in
Australia

OXFORD
ECONOMICS

MPA