



MEDIA RELEASE
04 AUGUST 2021

City of Joondalup reinforces its support for local manufacturers

The City of Joondalup has reinforced its commitment to local manufacturers, officially joining the Australian Made Campaign as a Campaign Supporter – the first local government in Western Australia to do so.

Australian Made Campaign Chief Executive, Ben Lazzaro, said through the partnership, the City of Joondalup has pledged to support the activities of Australian manufacturers and growers in its municipality.

“Australian Made is thrilled to partner with The City of Joondalup,” said Mr Lazzaro. “The City has chosen to leverage the power of the Australian Made logo to actively demonstrate its support for local industry.”

Located 25 kilometres north of the Perth CBD, the City of Joondalup is one of Australia’s fastest growing regions. It is home to 53,000 jobs in diverse industries including strategic growth sectors of digital media, cybersecurity, engineering, and medical technologies.

“The pandemic has brought the many benefits of buying Australian Made into sharp focus, and this renewed focus has consumers and businesses exercising their preference for Aussie products more than ever. This pro-Australian sentiment also presents an opportunity for Aussie manufacturers to expand their markets both at home and abroad. As Australia’s only registered country of origin certification trademark, the logo is the true mark of Aussie authenticity and is central to the domestic and export strategies of many Joondalup businesses,” said Mr Lazzaro.

At the recent Future Proofing Joondalup Business Forum, Joondalup Mayor Albert Jacob recognised the power of the Australian Made logo and noted the partnership would help showcase Joondalup’s manufacturing capabilities, both in Australia and around the world.

“I am proud to announce that our city is the first local government in WA to become a Campaign Supporter of the Australian Made Campaign,” said Mayor Jacob. “Due to the impact of COVID-19, there has been a significant upswing in demand for Australian made products. We know that while some of Joondalup’s businesses are leveraging this opportunity for domestic sales and exports, it’s an opportunity for more local businesses to get on board the iconic gold and green kangaroo triangle, Australia’s most recognised and trusted country of origin brand.”

Recent Roy Morgan research revealed trust in the iconic Australian Made kangaroo logo is at an all-time high, with 92% of Australians confident products displaying the logo are made in Australia. Almost all Australians (99%) recognise the green and gold Australian Made logo, with 97% associating it with the support of local jobs and employment opportunities, 95% with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability.

To learn more about the City of Joondalup and its Business Programs, please visit www.joondalup.wa.gov.au.

For more information on how to become an Australian Made licensee, please contact Michelle Stokes at CCIWA on michelle.stokes@cciwa.com, or visit www.australianmade.com.au.

--ENDS--

[DOWNLOAD IMAGES](#)

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please get in touch with us if you would like to schedule a time.

Please note below a list of local businesses in the City of Joondalup who are currently licensed to use the Australian Made logo on their certified products.

Trading Name	Website
123 Nourish Me	https://www.123nourishme.com.au/
Karri Naturals	https://karrinaturals.com/
Betta Roads	https://www.bettaroads.com.au/
Bon Tri Health	https://www.bontri.com.au/
Doggie Dunnies	https://doggiedunnies.com.au/
WiTi	https://www.witi.com.au/

MEDIA CONTACT

Anthony Collier, Marketing & Communications Manager

P: 0436 276 052

E: anthony.collier@australianmade.com.au

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo, goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4000 businesses are registered to use the AMAG logo, which can be found on more than 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

Free ph: 1800 350 520

www.australianmade.com.au