



**MEDIA RELEASE**  
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## **Australian Made and Industry Capability Network join forces to support Australian manufacturing**

The Australian Made Campaign (AMCL) has welcomed Industry Capability Network (ICN) as an Australian Made Industry Partner, in support of a shared commitment to increased growth in Australia's commercial and manufacturing sectors.

ICN provides manufacturers with connections, contacts and advice to help unlock opportunities across Australia and even globally. At the heart of ICN is ICN Gateway, which introduces manufacturers, big and small, to projects of all sizes across Australia and New Zealand. A platform comprising suppliers, buyers, government and market analysts, ICN Gateway is a network that is helping Australian manufacturers access new opportunities.

By creating a profile listing on ICN Gateway, Australian Made licensees can be listed on a publicly searchable database, search project opportunities and submit expressions of interest for individual project opportunities. This database also provides a hub for project owners to identify potential suppliers, including Aussie manufacturers.

Australian Made Chief Executive, Ben Lazzaro, believes it has never been more important for Australian manufacturers to be supported, especially when venturing into new projects and markets.

"With a renewed focus on bringing manufacturing back to Australia, the ICN Gateway provides local manufacturers with the opportunity to access new projects and expand their offering into new markets," Mr Lazzaro said. "Australian manufacturers produce products to some of the highest quality standards in the world. This partnership works to promote these Aussie makers and help them leverage their Aussie credentials both here and overseas."

With a number of ICN subscribers already proudly showcasing the iconic green and gold Australian Made logo on their ICN Gateway business profile, the establishment of a formal industry partnership works to foster a stronger local manufacturing environment.

Executive Director of ICN Limited, Warren Jansen, noted that ICN's core purpose lay in its desire to provide local manufacturers an array of opportunities to grow and expand.

"Since being created over 30 years ago, ICN have helped local manufacturers find over \$30 billion worth of contracts to keep them working and growing. This partnership strengthens our work in fostering and supporting local manufacturers, ensuring the Australian manufacturing sector continues to be a driver of economic growth in Australia," he said.

Australian Made looks forward to supporting ICN and its subscribers with improved access to Australia's most recognised, trusted and widely used country of origin symbol - the Australian Made logo. The third-party accreditation system ensures products that carry the logo are certified as 'authentically Australian'.

For more information on Industry Capability Network and how to join the ICN Gateway, please visit [www.icn.org.au](http://www.icn.org.au).

To find Australian Made products and support local manufacturers, please visit Australia's largest online directory of authentic Aussie products, [www.australianmade.com.au](http://www.australianmade.com.au).

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#### **NOTE TO MEDIA**

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

#### **MEDIA CONTACT**

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#### **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 that are 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 3000 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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

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