



AMAG WELCOMES CITY OF CASEY AS CAMPAIGN SUPPORTER

The City of Casey has heightened its commitment to local manufacturing by joining the Australian Made, Australian Grown (AMAG) Campaign as a Campaign Supporter.

The City of Casey joins seven other Victorian councils including Ballarat, Darebin, Horsham, Hume, Moreland, Mornington Peninsula and Whittlesea.

AMAG Chief Executive Ian Harrison said manufacturing and agriculture account for a large number of businesses in the municipality.

“The City of Casey understands the vital role these sectors play in the community’s continual growth and prosperity,” Mr Harrison said.

“By becoming a Campaign Supporter the City of Casey is making a strong corporate and public statement about its commitment to and continual investment in local industry.”

City of Casey Mayor Councillor Lorraine Wreford said that Casey’s participation in the AMAG Campaign was consistent with Council policies designed to support and grow existing businesses in the municipality.

“By encouraging consumers to purchase Australian made, or Australian grown products and services, local dollars are retained in the local economy, supporting local industry and business,” Cr Wreford said.

“The City of Casey stands behind its business community and continues to roll out new initiatives, such as its support of the Australian Made, Australian Grown Campaign, to attract new business to the area.”

The new partnership was celebrated on Tuesday afternoon with a visit to renowned confectionery manufacturer and AMAG licensee, Fyna Foods – the makers of Wizz Fizz, Big Boss and more.

Fyna Foods CEO Simon Armstrong said the business was proud to be an Australian company and commercial resident of the City of Casey.

“The confectionery industry is dominated by foreign companies - many of whom manufacture overseas and import products,” Mr Armstrong said.

“As a large local employer we are committed to local manufacturing and are delighted to host this Australian Made, Australian Grown Campaign event.”

Casey is a rapidly developing municipality in Melbourne’s outer South East where 20 % of employed residents work in manufacturing and the industrial and agricultural sectors account for 1300 businesses. Its population is forecast to reach over 370,000 by 2026.

INTERVIEW OPPORTUNITY

Ian Harrison, Chief Executive, Australian Made, Australian Grown Campaign

IMAGES

Available upon request

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About Australian Made, Australian Grown: AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. www.australianmade.com.au