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## **MEDIA RELEASE**

### **Wyndham City Council backs local manufacturers**

Wyndham City will join forces with the Australian Made Campaign this year to help drive support for the local manufacturing industry.

Manufacturers within Wyndham employ more people than any other sector and are vital to the local economy. As an Australian Made Campaign Supporter, Council will be promoting investment in the local community and encouraging local businesses to market their products more effectively through new tools.

Wyndham City's Portfolio Holder for Economic Development, Cr Intaj Khan said manufacturing is one of the key drivers of Wyndham's local economy employing 14% of the City's workforce with the capacity to significantly increase in the future.

"Having local manufacturers here in Wyndham benefits our local economy and wider community by bringing in local jobs for our residents," Cr Khan said.

"It is important that we help support Australian-made products as they not only help boost our economy but also we can be sure that these products have been made to meet our high Australian standards."

"Wyndham City fully supports the Australian Made Campaign and will continue to work with our local businesses to help promote and market these products to our local communities," Cr Khan said.

Australian Made Campaign Chief Executive, Ian Harrison, said country-of-origin branding could play an important role in helping local manufacturers drive sales.

"We are proud to see the Australian Made, Australian Grown certification trade mark displayed prominently on a wide range of goods manufactured in Wyndham, but many businesses are yet to capitalise on the opportunity country-of-origin branding represents," Mr Harrison said.

"We look forward to working with Wyndham City and the Economic Development team to help inform and educate."

For manufacturers wanting to find out if your products are eligible to carry the Australian Made, Australian Grown logo, or for residents who want to support Australian made, visit [www.australianmade.com.au](http://www.australianmade.com.au)

For more information about current Wyndham City Council economic development initiatives, visit the Business and Investment page at [www.wyndham.vic.gov.au/business](http://www.wyndham.vic.gov.au/business)

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## **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.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

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 the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2350 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

[www.australianmade.com.au](http://www.australianmade.com.au)