

For immediate release
March 29, 2011



NEW PARTNERSHIP FIRES UP MITCHELL BUSINESSES

KILMORE: AMAG licensee, Myriad Glass Studio opens its kiln at top heat as Australian Made, Australian Grown Campaign and Mitchell Shire Council forge a new partnership to further promote local manufacturers and growers.

Local kiln-formed glass artist Marina Villani will demonstrate how she creates jewellery, practical and art pieces by slumping and fusing the firey-hot orange glass from one of three kilns she has on her premises.

The demo is part of the day's proceedings which will see Mitchell Shire Council officially welcomed as a Supporter of the Australian Made, Australian Grown (AMAG) Campaign.

"Local manufacturers and growers play a vital role in the shire and broader community," AMAG Chief Executive Ian Harrison says. "Mitchell Shire Council understands this and as part of the Council's strategic plan towards 2020 it has a vision to help local businesses develop and invest in the community's future by attracting more industry to the area, expand infrastructure and services and thus create more local jobs.

"By aligning itself with AMAG the Council is making a public statement about its commitment to local manufacturers and producers, which is just tremendous."

"Mitchell Shire Council is proud to support the Australian Made, Australian Grown Campaign and encourages our residents to recognise the value and benefit that comes with buying Australian made products," Mitchell Shire Mayor Graeme Coppel says.

As for the value of using the logo, Marina Villani says, "Using the AMAG logo alerts people to the fact the product is made in Australia. It gives our product a status that imported products can't claim and I'm rapped with the results".

The Shire of Mitchell joins seven other Victorian councils as Campaign Supporters including Ballarat, Casey, Darebin, Horsham, Hume, Moreland and Whittlesea.

INTERVIEW OPPORTUNITY

AMAG Chief Executive Ian Harrison
Mitchell Shire Mayor Graeme Coppel

MEDIA CONTACT

Helen Jacobs: 03 9686 1500 or helen.jacobs@australianmade.com.au
Daniel Heiss: 03 5734 6200 or communications@mitchellshire.vic.gov.au

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