

For immediate release
June 23, 2010



AMAG WELCOMES CITY OF WHITTLESEA AS CAMPAIGN SUPPORTER

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

In welcoming the City of Whittlesea to the campaign, AMAG Chief Executive Ian Harrison said:
"Manufacturing in Whittlesea accounts for a large percentage of local businesses and jobs.

"The City of Whittlesea understands the vital role manufacturing plays in terms of the community's continual growth and prosperity.

"By becoming a Campaign Supporter, it is making a strong corporate and public statement about its commitment to and continual investment in local industry."

Whittlesea Mayor Councillor Mary Lalios added: "The City of Whittlesea is very proud to be an official Australian Made, Australian Grown Campaign Supporter.

"The symbols are widely used and easily recognised domestically and internationally on our locally made products, showcasing the quality of Australian made and grown products with pride and we have much to be proud of.

"Our commitment to the Australian Made, Australian Grown Campaign is consistent with our work in fostering and building economic sustainability in our local, regional and national economies and we hope we can encourage an increasing number of people to support the campaign."

The new partnership was celebrated on Wednesday morning in conjunction with the Plenty Food Group's Supplier Expo at the Plenty Ranges Arts and Convention Centre, where dozens of businesses showcased their products and services to the food manufacturing industry.

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

Whittlesea is one of Melbourne's largest and fastest growing municipalities.

INTERVIEW OPPORTUNITY

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

IMAGES

Are available upon request

MEDIA CONTACT

Helen Jacobs, PR and Communications Executive

P: +61 3 9686 1500

E: helen.jacobs@australianmade.com.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