



MEDIA RELEASE
09 JULY 2020

SEMMA joins forces with Australian Made to support local manufacturing

The Australian Made Campaign (AMCL) has welcomed the South East Melbourne Manufacturers Alliance (SEMMA) as its newest Campaign Associate, to support the continued growth of Australia's local manufacturing sector.

As one of Australia's peak independent industry groups, SEMMA represents over 200 leading manufacturers in Melbourne's South East. Through the promotion of its members' capability and potential, SEMMA plays a critical role in ensuring the regions manufacturing sector remains vibrant and sustainable.

Australian Made Chief Executive, Ben Lazzaro, said the partnership supports the continued growth of local manufacturing on the global stage.

"These Australian manufacturers produce some of the best products in the world, celebrated both here and overseas. Melbourne's South East produces everything from yoghurt to trains, to buses, bolts and everything in between," Mr Lazzaro said.

"When you buy Australian Made products, you know what you are getting – products made to the highest of safety and manufacturing standards. At the same time, you are supporting Australian industry.

It's essential that we foster a manufacturing environment that encourages and assists manufacturers to innovate and build on their success, as well as providing pathways to new markets. The result is a healthy manufacturing sector, job creation and better access to markets."

According to SEMMA, Melbourne's South East is one of Australia's most dynamic manufacturing regions contributing to almost half of Victoria's manufactured products.

SEMMA Chief Executive Officer, Vonda Fenwick, said, "Australian local manufacturers are exactly that, local. They use local suppliers and create local jobs. We proactively represent our local manufacturers on matters of importance to the industry and the region and are excited to partner with Australian Made.

South East Melbourne produces 44% of Victoria's manufactured product, and these manufacturers are world leaders and providing both local and international customers with superior products and services."

Australian Made looks forward to supporting SEMMA and its members 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 SEMMA, please visit www.semma.com.au.

To find locally manufactured products, visit Australia's biggest online directory of genuine Aussie products at www.australianmade.com.au.

--ENDS--



[HIGH RES. IMAGE DOWNLOAD](#)

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

Caitlin Blair, Media and Communications Officer

P: 0425 003 373

E: caitlin.blair@australianmade.com.au

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.

Free ph: 1800 350 520

www.australianmade.com.au