

LEADING COUNCILS SHOW SUPPORT FOR LOCAL INDUSTRY

The City of Whittlesea is an official supporter of the Australian Made Campaign, and the Australian Made, Australian Grown logo.

Supporting the Australian Made Campaign is a way for the City of Whittlesea to show its dedication and commitment to local economic development, which includes the creation of jobs, harnessing potential opportunities, fostering entrepreneurship and building community capacity.



“The Australian Made Campaign is something that we feel very strongly about, and we think our communities do too – the feedback we’re getting is that people want to buy local,” John Francis, Director of Governance & Economic Development at Whittlesea City Council, said.

“The region is home to a large number of manufacturers, many of which source raw materials locally,” Mr Francis said.



“Part of the Council’s role in supporting industry in the City of Whittlesea, from manufacturing right through to retail, is to provide access to as many opportunities as we can. We are currently working on initiatives to encourage and enable businesses to develop local procurement strategies, and programs to provide residents with access to local goods and services too.

“Whittlesea City Council runs information sessions, mentoring and networking events that encourage businesses to promote themselves to each other at the state, region and neighbourhood levels. These events also provide an opportunity for businesses to be updated on the latest news in their sector, learn from each other and share knowledge and experiences; that type of information can be invaluable.

“By providing residents with the information they need to make informed choices about buying locally too, this in turn will help to grow the local business community, creating more jobs and businesses opportunities in the process. Our role is to help create that rippling effect.”

To find out more about current City of Whittlesea initiatives, visit www.whittlesea.vic.gov.au.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo is a registered certification trademark and 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 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.