

## DAREBIN CITY COUNCIL GETS PAINTED GREEN AND GOLD

Darebin City Council is leading the way for Australian local councils with their support for economic development – having recently implemented a range of ground-breaking initiatives to support local businesses.



Darebin City Council was one of the first councils to support the Australian Made Campaign and use a localised version of the iconic green and gold Australian Made kangaroo logo. Darebin actively promotes the ‘Australian Made in Darebin’ logo to provide local businesses with an effective way of communicating with consumers seeking out local products.



Darebin Mayor, Councillor Gaetano Greco, said the local version of the logo has great benefits for both local businesses and the community.

“People are increasingly seeking out locally-made products and produce, because of the quality, health and safety benefits – and because they want to support their local businesses,” said Cr Greco.

“This Australia Made in Darebin initiative encourages local spending and helps develop a thriving and vibrant city. Supporting manufacturers and fresh produce growers and suppliers also benefits the community by increasing social cohesiveness and sustainability.

“We implore residents to look for the green-and gold logo, and encourage local shops to use it if they aren’t doing so already. With entry level pricing at just \$300 per year, it’s an easy and relatively inexpensive way to increase brand recognition.”

Darebin City Council was also the first Council in Victoria to implement a policy on buying Australian-made cars. All new fleet cars purchased for the Council are Australian-made and carry an ‘I heart Australian Made’ bumper sticker to boot.

“This policy reinforces our commitment to supporting our local car manufacturing industry and keeping jobs in Australia,” Cr Greco said.



“If we support local businesses and give them the opportunity to increase their domestic production, and in turn their export potential, it can only be beneficial to Darebin residents because of the potential to increase employment.

“Darebin City Council looks forward to working with the Australian Made Campaign for many years to come, and I’d encourage other local government organisations to do the same,” added Cr Greco.

## 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.