

LEADING COUNCILS SHOW SUPPORT FOR LOCAL INDUSTRY

Leading local councils, like Horsham Rural City Council and cities around Australia are making strong statements about their commitment to economic development and their support for local industry by becoming Campaign Supporters of the Australian Made Campaign.



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

“The Australian Made Campaign is about supporting our farmers and local businesses and helping to generate and maintain local jobs, and we’re about that too,” said Horsham Rural City Council Director of Planning and Economic, Tony Bawden.

“We aim to help find people jobs closer to home, and prioritise jobs for locals where possible,” he said.

“We want to develop an investment attraction network – we have the land capacity and we have the community to develop the market for expanding organisations and organisations that want to enter the region, we just need to get the message out there that the opportunities exist.



“We also encourage businesses to be innovative and leverage what is unique about their products and services. The Australian Made, Australian Grown logo gives businesses the opportunity to do that.

Mr Bawden said that the Horsham business community could contribute to the region’s economic development by fostering entrepreneurial spirit and leveraging the opportunities available to them to expand.

“This partly involves driving attitudinal change and broad community awareness of the importance of reinvesting locally in Australian Made and Australian Grown goods,” he said.

“We as a council will try and support local jobs as much as we can, but the community has a role to play as well – buying Australian-made and Australian-grown products keeps jobs here, keeps products here and it also helps shore up production.

“We will continue to support the Australian Made Campaign both principally and financially so that it can continue the good work that it carries out.”

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.