



MEDIA RELEASE
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The City of Melton recommits its support for local makers

The City of Melton has recommitted its support for local manufacturers, proudly partnering with the Australian Made Campaign (AMCL) to support and further promote local businesses in the region.

The second fastest-growing municipality in Victoria, the City of Melton is home to 26,000 jobs and has an annual economic output of \$8.364 billion per year¹. Manufacturing is the region's fifth largest and emerging employment industry, employing 9.1% of people in 2020/21, up from 4.5% in 2015/16².

City of Melton Mayor, Councillor Goran Kesic, said, "The City of Melton is a place with outstanding opportunities for the manufacturing sector. Local and national businesses are already making the most of our city's prime location and highly skilled workforce.

Partnering with the Australian Made campaign is just another step we're taking to support our amazing local manufacturers, to strengthen our economy and to help ensure more local families can find work close to home. We're proud to build local and buy local. More local manufacturing means better jobs, better goods and a better city for all of us."

Australian Made Chief Executive, Ben Lazzaro, said Australian Made was thrilled to be working with the City of Melton to continue to support Australian manufacturers.

"The City of Melton has chosen to leverage the power of the Australian Made logo to demonstrate its support for local industry. From caravans, bollards and car accessories to body care, candles and pet products, the City of Melton has a strong manufacturing sector. We are proud to see the Australian Made, Australian Grown certification trade mark displayed on a wide range of goods manufactured in the region."

For more than 35 years, the Australian Made logo has helped thousands of brands communicate their Australian credentials to consumers, businesses and all levels of government. It does this instantly and clearly, making it a powerful sales and marketing asset for authentic Aussie brands and a helpful shopping aid for consumers around the globe.

[Recent Roy Morgan research](#) found that 99% of Australians recognise the Australian Made logo, with the vast majority (92%) confident products displaying the logo are made in Australia. In addition, 97% of Australians also associate the iconic kangaroo logo with the support of local jobs and employment opportunities, 95% with safe and high-quality products, 89% with the use of ethical labour and 78% with sustainability.

To learn more about manufacturing in the City of Melton and its Business Programs, please visit www.melton.vic.gov.au/Services/Business.

To find authentic Aussie products look for the iconic Australian Made green and gold kangaroo, and visit www.australianmade.com - Australia's most extensive online directory of genuine Aussie products.

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¹ <https://app.remplan.com.au/melton/economy/summary?state=EW6LFYBWvT046RBtMNd0N3T8lgIDgA>

² <https://economy.id.com.au/melton/employment-by-industry>



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

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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 4400 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.

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