



MEDIA RELEASE
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Steel Reinforcement Institute of Australia joins Australian Made as an Industry Partner

Australian Made Campaign Ltd (AMCL) is proud to announce the Steel Reinforcement Institute of Australia (SRIA) as its newest Industry Partner, reinforcing a shared commitment to supporting and promoting locally made products and Australian manufacturing.

As a not-for-profit organisation, SRIA provides technical leadership, resources and support to engineers, builders, government and students. Its members uphold product quality and safety standards with independent third-party certifications guaranteeing compliance with AS/NZS 4671.

AMCL Chief Executive, Ben Lazzaro, said, "This partnership between Australian Made and the Steel Reinforcement Institute of Australia is a key step in our collective effort to support local manufacturers. By working together with SRIA, we aim to strengthen Australia's manufacturing sector and ensure that businesses and consumers have access to locally produced steel reinforcement products."

SRIA's partnership with Australian Made represents a shared commitment to supporting local manufacturers and jobs in the nation's building and construction industry.

CEO and Executive Director of SRIA, Scott Munter, said, "We are proud to align with the Australian Made logo – one of the most trusted and recognised brands both here and overseas."

"This partnership highlights the role of SRIA members in creating local jobs, strengthening our supply chain, and ensuring that Australia builds with steel reinforcement that meets the highest standards of safety and sustainability. Together with Australian Made, we look forward to promoting the value of choosing Australian-manufactured reinforcement for our industry, our communities and our future."

SRIA represents 13 certified reinforcing steel processors, who together employ more than 5,000 Australians and supply the bulk of the building and construction industry's steel reinforcement requirements.

Australian Made Industry Partners are membership-based organisations, such as industry groups, that have demonstrable links with businesses that manufacture products in Australia. Industry Partners leverage the power of the Australian Made logo to aid in their advocacy and illustrate their commitment to their members and Australia's makers, growers and content producers.

To learn more about SRIA, visit sria.com.au.

To learn more or apply to use the Australian Made logo on locally made products, visit www.australianmade.com.au.

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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 registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also requires 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 as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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