



**MEDIA RELEASE**  
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## **Australian Made announces partnership with Blind Manufacturers' Association of Australia**

Australian Made Campaign (AMCL) is excited to announce its partnership with the Blind Manufacturers' Association of Australia (BMAA), welcoming them as its newest Industry Partner.

Representing the interests of manufacturers and retailers in the window furnishings industry, BMAA serves as the collective industry voice advocating for the interests of its members at both national and state levels. The association's membership encompasses a broad spectrum of companies, from small family-operated businesses to substantial national corporations.

Australian Made Chief Executive Ben Lazzaro said the partnership was a win for local manufacturers. "We are thrilled to partner with the Blind Manufacturers Association of Australia to support Australia's blinds, awnings, and shutters manufacturing industry. Our Aussie makers produce products made to some of the highest quality and safety standards in the world. At the same time, buying local helps to create jobs and stimulates economic activity to support the broader community."

Lazzaro said, "Whether you're purchasing curtains, outdoor blinds, shutters or indoor blinds, asking for the Australian Made option helps to invest in thousands of Australians at all stages of the supply chain. From the local makers to retailers, the flow-on effects from your purchases can be huge."

According to [IBIS World](#), Australia's window coverings manufacturing industry contributes an estimated \$842 million a year to the local economy and employs close to 3,000 people.

BMAA Chairman Gilbert Da Silva said, "BMAA is dedicated to promoting and fortifying our industry. Our partnership with Australian Made is a significant stride toward showcasing the top-quality Australian-made window coverings and shading systems that our industry provides to the market.

"This strategic partnership not only strengthens our advocacy for locally made products but also underscores our unwavering dedication to the growth of Australian manufacturing. BMAA will proudly display the Australian Made partner logo, symbolising our shared commitment to fostering a robust and thriving manufacturing industry in Australia."

For more information on BMAA and Australia's window furnishings industry, please visit [bmaa.net.au](http://bmaa.net.au). To support local makers and find genuine Australian Made products, please visit Australia's largest online directory of authentic Aussie products at [australianmade.com.au](http://australianmade.com.au).

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### **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 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 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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**[www.australianmade.com.au](http://www.australianmade.com.au)**