

For immediate release
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AMAG WELCOMES CITY OF DAREBIN AS CAMPAIGN SUPPORTER

Darebin City Council has heightened its commitment to local manufacturing by joining the Australian Made, Australian Grown (AMAG) Campaign as a Campaign Supporter.

The new partnership was celebrated on Tuesday July 6 with a tour of state of the art coffee roasting house and AMAG licensee The Bean Alliance and attended by Federal Member for Calwell, Maria Vamvakinou MP, Darebin Mayor, Councillor Vince Fontana and AMAG Chief Executive Ian Harrison.

In welcoming Darebin to the campaign, Mr Harrison said: "Darebin is a well established municipality where manufacturing accounts for a large number of employees. Darebin City Council understands how valuable this contribution is, in terms of the community's continual growth and prosperity.

"By becoming a Campaign Supporter, Darebin City Council is making a strong corporate and public statement about its commitment to local industry and we are very proud to be working together to help businesses promote their locally made products."

Darebin Mayor, Councillor Vince Fontana added: "I regard Council's link to the campaign as a strong statement that we wish to demonstrate a leadership role and a commitment to facilitating investment, economic development and prosperity in our municipality."

Darebin City Council joins seven other Victorian councils as Campaign Supporters including Ballarat, Casey, Horsham, Hume, Moreland, Mornington Peninsula and Whittlesea.

The Darebin municipality stretches from Melbourne's inner northern suburbs of Northcote and Fairfield out to the suburbs of Reservoir and Bundoora. Manufacturing accounts for almost 17 per cent of local jobs.

INTERVIEW OPPORTUNITY

Ian Harrison, Chief Executive, Australian Made, Australian Grown Campaign

IMAGES

Available upon request

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About Australian Made, Australian Grown: AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. www.australianmade.com.au