



Capral Aluminium Hosts National Launch of \$20 Million Made Right Here Campaign

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FOR IMMEDIATE RELEASE

Capral Aluminium today hosted the official national launch of the Australian Government-backed 'Made Right Here' campaign at its Smithfield manufacturing facility in New South Wales, marking the start of the largest Australian Made advertising campaign in more than a decade.

Supported by a \$20 million Australian Government grant, the six-month 'Made Right Here' campaign, delivered by Australian Made Campaign Ltd, is designed to encourage Australians to choose genuinely Australian-made products, and in doing so, support local manufacturing, jobs, skills, and economic growth.

Ben Lazzaro, Chief Executive of Australian Made Campaign Ltd, said the campaign is designed to remind Australians that locally made products are available across a wide range of everyday categories, giving consumers the confidence to buy Australian and support local industry.

"As the campaign says, Australian Made means made right here in Australia, but the green-and-gold logo means more than just where something is made – it means that when you choose it, you're backing local businesses and home-grown ideas as well as supporting fellow Aussies," Lazzaro said.

'Made Right Here' celebrates what we can often take for granted – which is that we have access to such a wide variety of locally made products, made to Australia's safety and quality standards, which play pivotal roles in our everyday lives."

As an Australian Made licensee, Capral Aluminium was proud to be selected as the launch site for the campaign. The event showcased Australian aluminium extrusion in action and highlighted the important role local manufacturers play in supplying high-quality products for Australian industries and communities.

Capral Aluminium Managing Director and CEO Tony Dragicevich said the campaign reinforces the value of manufacturing in Australia and the confidence the Australian Made logo provides to customers.

"For Capral, manufacturing in Australia is fundamental to who we are. 'The Made Right Here' campaign gives Australians confidence to buy products that are genuinely made locally, thereby supporting Australian jobs, skills, and investment. Hosting the launch at our Smithfield site provides recognition of the capability and scale of Capral's six Australian manufacturing plants." Mr Dragicevich said.

Long-standing Capral customer and Australian Made licensee BAB Aluminium said the campaign and the Australian Made logo represent a deeper responsibility to local industry and sustainable manufacturing.

"After more than four decades in Australian manufacturing, the Australian Made mark represents far more than country of origin. It is a responsibility," a Brian Blowes, Managing Director of BAB Aluminium said. "At BAB Aluminium, we proudly partner with Capral Aluminium to source Australian-made extrusions made using lower-carbon aluminium, ensuring quality, transparency, and reduced environmental impact throughout our supply chain. This commitment reflects our pride in Australian craftsmanship, our dedication to sustainable manufacturing practices, and our belief that strong local supply chains are essential to building resilient industries and stronger communities."



Aussie Play Owner Director Peter Ingram said the Australian Made logo carries deep meaning for Australian families and the people behind local manufacturing.

“The Australian Made logo gives families and communities confidence, confidence in quality, safety and genuine local manufacturing,” Mr Ingram said. “For Aussie Play, it also represents the working-class Australian families whose skills, dedication and livelihoods keep our industry strong. We’re proud to support the Made Right Here campaign and the resilient local supply chains and jobs that make our work possible.”

DECO Australia said its partnership with Capral and support for the campaign reflects a shared commitment to Australian manufacturing.

“At DECO Australia, we are proud to stand shoulder to shoulder with the Australian Made Campaign and Capral in championing Australian manufacturing,” a DECO Australia spokesperson said. “Our partnership reflects a shared commitment to innovation, quality, and the enduring value of keeping production here at home, supporting local jobs, communities, and the future of Australian industry.”

The campaign launch was attended by Australian Made Chief Executive Ben Lazzaro, the Hon Tim Ayres, Minister for Industry and Innovation, and the Hon Chris Bowen, Minister for Climate Change and Energy. Australian Made licensees and long-standing Capral customers, Aussie Play, BAB Aluminum and DECO also attended the event.

The ‘Made Right Here’ campaign will run nationally across television, radio, print, out of home, digital and social media, helping Australians make informed purchasing decisions that deliver benefits at both a community and national level.

About Capral Aluminium

Capral Aluminium is Australia’s largest aluminium extruder and a leading provider of aluminium products to industrial, transport, marine and construction markets. With manufacturing operations and distribution sites across the country, Capral supports Australian industry through local production, value-added services and a national distribution network. An Australian Made licensee, Capral employs more than 1000 people nationwide and is committed to strengthening Australian manufacturing through investment in local capability, sustainability and innovation.

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Imagery to accompany this Release

Kellie Moore

Corporate Marketing Communications Manager | **Capral Limited**

m +61 416 154 943

e kellie.moore@capral.com.au