

Media Release

SEASOL GROWS THE ADVANCED MANUFACTURING GROWTH CENTRE'S MEMBERSHIP NETWORK TO 2000

- *Advanced Manufacturing Growth Centre adds 2000th member to manufacturing network*
- *Proudly Australian owned and made - Seasol Australia, a trusted name in horticulture and garden care, marks member milestone*

The Advanced Manufacturing Growth Centre (AMGC) has increased its membership network to 2000 with Seasol signing on as its latest member to access AMGC's expansive Australian manufacturer network.

Seasol, a highly respected, family-owned manufacturer of organic liquid seaweed and environmentally friendly fertilisers, was founded in Tasmania in the 1970s selling a single product made from kelp. Proudly Australian owned and made, Seasol has since grown its operations and now employs 60 staff, manufacturing product from its Victorian headquarters for domestic and international markets including the United States, Malaysia, India, South Africa, Vietnam, Singapore, Mauritius and New Zealand.

AMGC is a not-for-profit, industry-led organisation established by the Australian Government to support the development and growth of advanced manufacturing in Australia. Through its initiatives, AMGC has contributed to a significant and measurable uplift in jobs, revenues and skills across the Australian manufacturing industry.

Upon joining AMGC's network, Seasol's Chief Executive Officer Alick Osborne said: "We all hear about advancing manufacturing, but we really wanted to learn more about how. By joining AMGC we hope to tap into their extensive industry knowledge and contacts to advance our operations."

"We aim to enhance Seasol's efficiency and productivity and respond more quickly to market demands while leveraging the trust we've built with our customers locally and abroad. AMGC's ability for us to collaborate with area experts is something we also wish to explore more," said Osborne.

Seasol understands the importance of continuous improvement with significant resources committed to research and development (R&D). The evolution of the brand's product portfolio allows for commercial farming, home-garden and horticulture sectors to choose from a broad range of liquid and solid fertilisers to increase crop and pasture yields while improving the company's growth and performance.

Dr Jens Goennemann, Managing Director of AMGC, said: "We welcome Seasol to AMGC's network and we look forward to working with them to advance their business – unlocking productivity, quality and

workforce skills gains along the way. Personally, I have been a Seasol customer for years, and let me tell you - the grass is greener on my side!"

To discover how you can compete effectively within the global marketplace to generate long-term success – like the Australian manufacturers that have participated in [Our Projects](#) – take advantage of the AMGC's free-to-use [Manufacturing Academy](#). By accessing the [Manufacturing Academy](#), you can delve into real-world project examples and discover – from your peers – what has delivered successful commercialisation and innovation outcomes, while [AMGC membership](#) is the best way to stay up-to-date with industry news and [events](#).

To view all of our members, visit <https://www.amgc.org.au/our-members/>

To learn more about Seasol, visit: www.seasol.com.au



IMAGE: Seasol's range of fertiliser products.

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About Advanced Manufacturing Growth Centre (AMGC)

The Advanced Manufacturing Growth Centre (AMGC) is an industry-led, not-for-profit organisation established through the Australian Government's Industry Growth Centres initiative. AMGC's vision is to transform Australian manufacturing to become an internationally competitive, dynamic and thriving industry with advanced capabilities and skills at its core.

Through the delivery of its world-leading research, Manufacturing Academy, workshops, and ground-breaking projects, AMGC aims to develop a highly skilled and resilient local manufacturing industry that

delivers high-value products – via the integration of innovative technology – to domestic and international markets.

<http://www.amgc.org.au>

About Seasol

Seasol manufacture and market organic liquid seaweed and environmentally friendly fertilisers in the retail, commercial and export sector. Seasol think everyone should have the opportunity to enjoy some kind of garden or grow their own food and to do it naturally. Seasol want every kid to get their hands dirty and discover that tomatoes don't grow in the supermarket. And Seasol want all of you to feel confident that you can create a beautiful garden in the wet, the dry and everything in between. So Seasol make products to help you do just that. Beyond the home garden, our products have been trialled and tested in fields by farmers, orchardists and commercial growers who have been using our products for over 40 years.

www.seasol.com.au

Industry Growth Centres

The Industry Growth Centres Initiative is an industry-led approach driving innovation, productivity and competitiveness by focusing on areas of competitive strength and strategic priority. This will help Australia transition into smart, high value and export focused industries.

The Initiative enables national action on key issues such as collaboration, commercialisation, international engagement, skills and regulation reform. It drives excellence, not dependence, and will create an economy that ensures Australia's ongoing prosperity. For more information:

www.industry.gov.au/industrygrowthcentres

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