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Australian Sugar Manufacturers – Our new identity is live

The Australian Sugar Milling Council has officially transitioned to its new identity as **Australian Sugar Manufacturers (ASM)**, reinforcing its role in sugar production, renewable energy and bio-based manufacturing in Australia.

The rebrand comes at a time when sugar manufacturing is being recognised as a viable and sustainable contributor to renewable energy and biofuel.

Ash Salardini, CEO of Australian Sugar Manufacturers says this was confirmed by the recently announced ARENA funding to assess the viability of a sustainable aviation fuel biorefinery at ASM's member Isis Central Sugar Mill, using sugar derived feedstocks.

The Federal Government has since allocated \$250 million from the \$1.7 billion Future Made in Australia Fund to explore domestic feedstock supply for low-carbon liquid fuels.

The ASM is currently completing pre-feasibility studies examining the potential for expansion of renewable electricity cogeneration across the sugar manufacturing sector, with initial findings highlighting that expansion will lead to a 10-15% reduction in Queensland wholesale generation prices over the next 5-10 years.

“This rebrand reflects the industry’s evolution and the critical role it can play in forging a strong, sustainable manufacturing future for regional Australia. With this change, Australian Sugar Manufacturers remains committed to supporting industry growth, innovation, and regional economic development,” Mr Salardini said.

“Our rebrand to Australian Sugar Manufacturers reflects the transformation of our industry and highlights the diverse contributions we make to the economy.

“We remain dedicated to championing the sector’s interests and working closely with government, industry partners, and the wider community.”



The updated name and brand identity are now live across digital channels, marking a new chapter in our broader engagement with stakeholders. Stay connected with us online:

Website: www.sugarmanufacturers.org

LinkedIn: <https://www.linkedin.com/company/australian-sugar-manufacturers>

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Australian Sugar Manufacturers (ASM) is the peak industry body representing the nation's sugar manufacturing sector, contributing \$4.4 billion annually to the Australian economy and supporting more than 20,000 jobs in regional communities. ASM works closely with its members, industry stakeholders, and government to develop and advocate for policies that enhance the sustainability, competitiveness, and long-term economic contribution of the sugar manufacturing sector. From the production of raw sugar, bio-based manufacturing and generation of renewable energy, the sugar manufacturing sector continues to support communities, create jobs, and foster a sustainable future for the industry, and the broader economy.