



COMMUNIQUE

The Australian Sugar Milling Council rebrands to Australian Sugar Manufacturers

The Australian Sugar Milling Council (ASMC) is pleased to announce its upcoming rebrand to **Australian Sugar Manufacturers**. This change reflects the sector's evolving role in advancing a diverse and sustainable manufacturing sector while reinforcing our contribution to Australia's economy and regional communities.

The new name more accurately reflects the sector's expanded role in producing high-quality sugar products, bioenergy and other bio-based goods. The rebrand aligns with the industry's future direction and strengthens the organisation's ability to champion the value of sugar manufacturing in Australia.

Key things to know

- The transition to Australian Sugar Manufacturers will take effect on **17 March 2025**, with updates to digital platforms and communications to follow.
- Our new website will go live next week and can be found at URL: <https://sugarmanufacturers.org/>
- All existing ASMC email addresses will continue to work and will redirect the mail to our new email account.

Our core mission remains unchanged – to advocate for policy and regulatory settings that support the growth and sustainability of sugar manufacturing in Australia. We look forward to working closely with government, industry partners, and the wider community under our new name.

10 March 2025

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***About the Australian Sugar Milling Council:** The Australian Sugar Milling Council is the peak industry body for the Australian sugar milling sector - contributing \$4.4 billion annually to the Australian economy and supporting more than 20,000 jobs. The ASMC works with its members, industry stakeholders, other industry representatives and government to develop and promote policies that enhance the sustainability, viability and economic contribution of the sugar industry in Australia.*