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**Bainbridge International P/L Submission – dated 14<sup>th</sup> April 2014.**

**Flag Amendment Bill 2014.**

**Disclosure – We currently supply the Australian Flag Market.**

**OVERVIEW OF AUSTRALIAN FLAG INDUSTRY.**

Base Fabric is sourced from overseas mills which enjoy global demand to balance substantial investment in plant and machinery and large production runs of multiple colours.

There is no textile manufacturing capacity in Australia at the moment available or prepared to invest in the manufacture of flag base fabric to supply a small % (Commonwealth demand) of a relatively modest total national demand.

Two types of Flags produced – Printed and Sewn.

Market made up of several small companies for sewn and a few large companies for printed.

Australian content of finished flags especially in sewn flags is substantial because of expense in design and labour.

**PROBLEMS ARISING FROM PASSING OF ABOVE AMENDMENT.**

While possible, the recommissioning of plant and machinery to accommodate the amendment would be commercially marginal at best. The market is quite small and the % of flags sold into the Commonwealth is much smaller still.

The extra investment needed by the entire supply chain especially in the sewn flags market because of its manufacturing profile would be substantial – manufacturing requires huge production runs of multiple colours.

Small designers and sewing manufacturers would be forced to increase investment to accommodate manufacturers “make to order” practices and minimum production runs.

To shackle the industry with a huge investment to satisfy a small percentage of the market to achieve 100% Australian content would be problematical at best.

The practice of flag design and sewing accommodates a substantial percentage of Australian Content with sewn flags – to force uneconomic manufacturing upon the industry for complete Australian content would not be commercially rational.



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Yours Sincerely,

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