

MediaRelease

FWPA supports 'Sustainable House Day 2009' through Wood. Naturally Better.™ Sponsorship

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On Sunday 13 September this year, hundreds of people will visit houses throughout Australia to see how everyday Aussies are using wood and other sustainable products to do their bit for climate change. FWPA's Wood. Naturally Better.™ programme is sponsoring 'Sustainable House Day 2009' to help bring the message of wood and sustainable houses closer together.

"This is a terrific opportunity to highlight the environmental credentials of wood to thousands of people who will visit these homes around Australia," said Ric Sinclair, Managing Director of Forest and Wood Products Australia.

People who attend this event are generally looking for ways to make their houses more sustainable. They may be looking at extensions on their existing homes, building new houses or retrofitting and renovating old ones.

"We're really proud to be a sponsor of the Sustainable House Day 2009 because wood plays such an important role in climate change and many people don't even realize this. It's important that we use avenues such as Sustainable Houses Day to educate consumers on the environmental benefits of wood."

By educating more people about the environmental qualities of wood, people can make conscious choices about building materials," said Mr Sinclair. "This has a flow on effect to choices such as house construction, flooring choices, wood panel lining, kitchen cupboards, outdoor deckings and even timber furniture."

It's all about driving demand for wood products by giving people the right information and knowledge to make educated buying decisions," said Mr Sinclair.

Further enquiries:

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About Forest and Wood Products Australia

FWPA aims to improve the competitiveness and sustainability of the Australian forest and wood products industry through innovation by investing in effective and relevant R&D and promotion of the industry's products, services and values. FWPA undertakes industry-level activities where a collective approach delivers more effective and valuable commercial outcomes than individual action. We deliver services that support the industry's capacity as a major exporter and mainstay of regional communities in many parts of Australia.