

MEDIA RELEASE

30 JUNE 2019

Fresh new campaign launched to reframe Wood as The Ultimate Renewable™

Forest and Wood Products Australia (FWPA) has today, Sunday 30 June, launched an advertising campaign to share the environmental advantages of forestry and wood products, as consumers increasingly look for alternatives to unsustainable materials.

The advertisements offer a fresh new narrative around forestry that most of the public are unaware of – that wood is a continually renewable resource and that trees in Australia's commercial forests are replanted.

The unique ability to store carbon is another factor that means wood and any products made from it are an environmentally friendly option across the entire supply chain.

Award-winning architect and host of Grand Designs Australia, Peter Maddison, is the face of the \$1.8m campaign that will cover all major and regional Australian cities across multiple channels, directing audiences to Planet Ark's [Make It Wood website](#).

Advertisements will appear on television from 30 June for four weeks, as well as on social media, out-of-home such as billboards and displays at train stations, and print mediums until mid-September.



Watch The Ultimate Renewable™ TVC [here](#).

The campaign comes off the back of the development of a new brand, The Ultimate Renewable™ based on extensive industry and consumer research conducted by consultancy Pollinate.

The brand was created by FWPA to offer a universal, positive communications message for the sector to share.

Ric Sinclair, Managing Director of FWPA, said the focus groups alongside analysis of hundreds of media articles revealed there was little knowledge that foresters actively replant the trees they harvest.

“The analysis undertaken by research consultancy, Pollinate, showed what was missing from the narrative was a focus on replanting. During our consultation, a common theme emerged ... that forestry is a renewable industry.

“What we have created is a brand that everyone in the industry can embrace. Working together we can amplify the message and reframe forestry in the eyes of the public,” said Sinclair.

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About Forest and Wood Products Australia

Forest and Wood Products Australia (FWPA) is a not-for-profit industry services company funded by the Federal Government, member levies and research grants. FWPA collaborates with government and industry stakeholders to determine strategy, invest in effective and relevant R&D and deliver programs designed to grow the market for forest and wood products, increase productivity and profitability across the value chain and ensure positive environmental and social outcomes.

Media enquiries

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