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## SENATE AGREES TO NEW WOOD MARKETING & RESEARCH COMPANY



LEVEL 3  
TOURISM HOUSE  
40 BLACKALL STREET  
BARTON ACT 2600  
AUSTRALIA

T +61 2 6273 8111  
F +61 2 6273 8011  
W [www.a3p.asn.au](http://www.a3p.asn.au)

A3P welcomes the Senate's passing today of important legislation to create the new forest and wood research and marketing company.

Forest and Wood Products Australia (FWPA) will replace the Forest and Wood Products Research and Development Corporation, which currently only performs research and development functions.

FWPA Implementation Committee Chair and A3P CEO Mr Neil Fisher said FWPA will play an essential role in promoting the timber industry during a crucial time of stagnating housing starts across Australia.

"For the first time, the Australian forest and wood products industry will have the capacity to deliver a national generic marketing campaign.

"The marketing program will provide leverage for existing sector programs and add strength to company brands. It will maximise our competitiveness against timber alternatives such as steel, concrete and aluminum.

"FWPA will continue the current investment in research and development in addition to the new role of promoting forest and wood products", he said.

Mr Fisher confirmed the Australian Government will continue to provide dollar for dollar matching of levies paid by the industry for R&D activities.

Mr Fisher said, "Under the new structure, levy-paying members including forest growers will have a greater influence over the company's activities.

"A3P has been a driving force in establishing the new entity and we look forward to continuing our work with the Australian Government, State Government Business Enterprises and other national industry organisations, to ensure the entity begins operations as soon as possible", he said.

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### Further information

Neil Fisher, CEO A3P - 0412 637 550

Jess Wurf, Communications Officer A3P – 0448 808 366