



18 MAY 2020

## **MEDIA RELEASE**

### **Australian Made partners with AFPA to support Australia's forest products**

The Australian Forest Products Association (AFPA) is partnering with the Australian Made Campaign (AMCL) to support the growth of Australia's forest products industries.

AFPA is the peak national body for Australia's forest, wood and paper products industry, representing the industry's interests on the sustainable development and use of Australia's forest, wood and paper products.

AMCL Chief Executive, Ben Lazzaro, said the partnership is a timely one, as it supports the growth of one of Australia's most important manufacturing sectors.

"During the COVID-19 pandemic, Australian renewable forest, wood and paper product manufacturers have been producing essential resources to keep Australia running," said Mr Lazzaro "Products like toilet paper, tissues, medical and sanitary products, the cardboard used for food and beverage packaging, and wooden pallets used for distribution operations," said Mr Lazzaro.

"These manufacturers and forest growers are fundamental to our economic success. They create jobs and are often leaders of innovation, creating essential Aussie products of the highest quality, sought after here and overseas."

AFPA Chief Executive Officer, Ross Hampton, said, "Australia's forest products industries are exactly that, Australian. They use timber harvested sustainably from Australia's native and plantation forests and use that to manufacture renewable products in Australia using local workforces, many of which are based in regional Australia."

"Australia's forest products industries is one of Australia's largest manufacturing industries, with an annual turnover of around \$25 billion, and we employ nearly 200,000 people both directly and indirectly. We're proud of the renewable Aussie products we produce and this collaboration with Australian Made will help share and cement our place."

Australian Made looks forward to supporting AFPA and its members with improved access to Australia's most recognised, trusted and widely used country of origin symbol—the Australian Made logo. The third-party accreditation system ensures products that carry the logo are certified as 'authentically Australian'.

For more information on AFPA, please visit [www.ausfpa.com.au](http://www.ausfpa.com.au).

To find authentic Aussie products online, please visit [www.australianmade.com.au](http://www.australianmade.com.au).

**--ENDS--**

[HIGH RES. IMAGE DOWNLOAD](#)

## **NOTE TO MEDIA**

Australian Made Campaign Chief Executive, Ben Lazzaro, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

## **MEDIA CONTACT**



## The Australian Made Campaign

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### **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for more than thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2700 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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