

Media Release



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AFPA LAUNCHES NEW LOOK FOR A NEW DECADE OF ADVOCACY

In advance of its tenth anniversary, to be celebrated in 2021, the Australian Forest Products Association (AFPA) has unveiled a new brand.

The Chairman of AFPA Greg McCormack said, "Ten years ago two important industry bodies decided that there was far more to be achieved speaking as one voice than as separate advocacy organisations. The National Association of Forest Industries (NAFI) and the Australian Plantation Products and Paper Industry Council (A3P) united at that time to create AFPA. That decision has paid great dividends and AFPA is now recognised, rightly, as an important voice for the 80,000 people who work in our \$24billion value chain."

"On the cusp of the tenth anniversary, it was timely to refresh the original branding to ensure we still reflected the values and mission of the organisation."

"Well regarded branding and design company PERCEPT was chosen and tasked with producing a logo and approach which ticked all the boxes which forest industries do in this country. To do this they needed to come up with a design which said sustainable, dynamic, forever renewing, creative and the environmental choice. They also needed to show that AFPA works in the spaces which bring industry, communities, environment and governments together. They have achieved this goal admirably."

"The logo will also be used, with local variation, by the emerging cross industry advocacy bodies in Tasmania, Victoria and South Australia," Mr McCormack concluded.

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