

Date: Tuesday 19 January 2021

Deb Kerr announced as inaugural Victorian Forest Products Association CEO

The Victorian Forest Products Association (VFPA) has announced the appointment of its foundation Chief Executive Officer Deb Kerr.

Ms Kerr has extensive experience in the primary industries sector, having worked in various industry representative roles across the sector, and most recently as a senior executive with Australian Pork Limited.

The Chair of the VFPA Tony Price said Ms Kerr's appointment marks a new beginning for the Victorian forest industries as the single united voice for timber growers, harvesters, processors, and manufacturers, with the backing and support of a national body.

"Deb brings a wealth of experience and she has the skills and experience needed to represent our industry with the State Government and in the wider Victorian community, and we're glad to have her on board," Mr Price said.

Ms Kerr said she is excited about the new role and is looking forward to starting.

"Victorian sustainably operated forest industries produce the ultimate renewable that is used by Australians every day in more ways than they probably realise," Ms Kerr said.

"The state's native forests and plantations integrate environmental, commercial and community values while contributing around \$730 million to the Victorian economy and directly employing more than 21,000 people, many of whom live and work in regional communities. It's an honour and privilege to lead this new organisation."

"The VFPA and AFPA will work closely together," Mr Price said.

"The forest products industry is a major contributor to Victoria's economy and a major employer, and Deb joins it with a well-earned reputation. I congratulate her and look forward to working with her when she starts on 1 February."

Mr Price has also paid tribute to Tim Johnston, the outgoing Chief Executive of the Victorian Association of Forest Industries Inc (VAFI), which is being replaced by the VFPA.

"I want to thank Tim and acknowledge his many years of service to the industry," Mr Price concluded.

ENDS

A hi-res image of Deb Kerr is attached.

For media inquiries please contact VFPA Chair Tony Price on 0419 503 734.

Media Contact:

Campbell Cooney - AFPA Senior Communications Manager

(m) 0497 497 005 (e) campbell.cooney@ausfpa.com.au

