

## Media Release

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### **Forest industries launch *Australia, we need a tree change* campaign to promote one billion new trees**

Coinciding with the start of the federal election campaign, Australia's forest industries have launched [\*Australia, we need a tree change\*](#), a major TV and digital advertising campaign promoting our need to plant one billion new forestry production trees to build future homes, provide sustainable packaging and help fight climate change, Chief Executive Officer of the Australian Forest Products Association (AFPA), Ross Hampton said today.

"Ahead of the federal election, the Coalition and Labor need to commit to policies to get one billion new production trees planted by 2030. If we don't achieve this target, we won't have enough timber to build the homes of the future, create sustainable packaging products or realise our potential fighting climate change," Ross Hampton said.

"*Australia, we need a tree change* is AFPA's largest ever campaign and it conveys those messages to the public and those vying to form the next Federal Government."

The campaign which features a storyline video of *Gracie* explaining her school project to her father *Tom* about the need to plant one billion trees, starts today on Sky News and will feature in digital and social media advertising in key marginal electorates nationally right up to election day.

"Without one billion new trees planted by 2030, we won't have an adequate supply of sustainable timber in the decades ahead. We just won't have all the timber we need to build all the homes our growing population will demand, or create fibre-based packaging to replace plastic. Furthermore, in this increasingly uncertain world, we need to achieve sovereign capability in timber. It's a national security issue. Both side of politics need to recognise that and deliver before the election," Ross Hampton concluded.

(Pictures overleaf)

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CAPTION: Stills from the campaign video, Gracie completing her school project.

## ENDS

AFPA represents forest growers, harvesters, and manufacturers of timber and paper products.