

AUSTRALIA DAY - A REMINDER TO SUPPORT LOCAL JOBS, LIVELIHOODS & COMMUNITIES

Buy Aussie Timber First to support the domestic timber industry, protect 45,000 local jobs and sustain billions of dollars of economic benefit

SYDNEY, NEW SOUTH WALES, AUSTRALIA, January 21, 2021 /EINPresswire.com/ -- This Australia Day acts as a reminder to [Buy Aussie Timber First](#) in an ongoing effort to support the domestic timber industry in 2021 with a view to protecting 45,000 local jobs and sustaining billions of dollars of economic benefit.

In 2021, the national push by the Australian Forest Products Association ([AFPA](#)) to Buy Aussie Timber First will continue to play a role in retaining demand for renewable Australian plantation pine, which contributes to the \$24 billion timber processing and manufacturing industry.

AFPA extends thanks to the Federal Government for the successful HomeBuilder program and its extension as well as State government for stimulus measures in 2020 that have been essential in boosting confidence in the new home market and ensuring demand for Aussie timber framing remains strong. AFPA CEO, Ross Hampton said while domestic timber demand has held up to this point, the need to continue to Buy Aussie Timber First remains strong in 2021.

"While the renewed demand for new houses built using our renewable timber products is welcome, it is not time for complacency as we will continue to face strong economic headwinds this year, the most significant being a decrease in forecast population growth of only 0.2% down from 1.7%, caused by almost zero net migration levels due to COVID-19 restrictions," said Mr Hampton.

"To ensure the ongoing viability of the domestic timber industry, we want to remind all levels of



Why Buy Aussie Timber First?
10 Top Reasons

- Keep 45,000 local timber jobs**
Sustain a whole supply chain of jobs and livelihoods especially in regional areas.
- Supports Aussie homes and families**
Buying Aussie timber supports Aussie homes, Aussie jobs and Aussie families.
- Generate economic benefit of \$24bn in 2021**
Help the country recover from COVID-19.
- Short Lead times**
Our domestic deliveries leave the mill gate & reach our customer within a few days.
- Market understanding**
Local knowledge helps us to anticipate changing market requirements.
- Local supply you can trust**
Local supply, local relationships that you know and can trust.
- Timber Framing AUltimate Renewable**
Support The Ultimate Renewable™
Aussie timber is manufactured for today and replanted tomorrow.
- Store carbon from the atmosphere**
Choosing timber in design and construction can help tackle climate change through storing carbon for life.
- Low Cost Flexibility**
Any last-minute changes or variations are easily made onsite by carpenters equipped with all the tools they need.
- Fire predictable**
Timber maintains its structural integrity for a long time as it chars at a predictable rate.

Fun Facts!
Every house built stores almost 3 tonnes of carbon absorbs more than 7 tonnes of CO2 from the air.
Australian softwood timber plantations would re-grow an average house frame in less than a minute.
Australia's forest industries are renewable and replant more than 70 million trees every year.

Join our Buy Aussie Timber First Campaign:
www.buysussietimberfirst.com.au
Join the conversation
@austpa #BuyAussieTimberFirst

government that ongoing stimulus is vital to maintain demand for new home construction, which is the engine room for growth and jobs in Australia's economy.

"We want to thank our customers and fellow Aussies for their ongoing support, and we encourage every new homeowner, builder, carpenter, specifier or architect to keep choosing and buying timber framing to help us all recover from COVID-19."

COVID-19 impacts will continue to place significant pressure on timber industry operations, putting local jobs at risk and impacting people's livelihoods, especially in regional areas.

Compared with alternative building materials, timber framing is produced via a low emissions manufacturing process and has many inherent advantages including being renewable, recyclable, storing carbon, and significantly lower embodied energy.

"When timber is manufactured today, it is replanted for tomorrow, making it [the ultimate renewable](#) with flow-on benefits that support a whole value chain of regional jobs and communities," said Mr Hampton.

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While the renewed demand for new houses built using our renewable timber products is welcome, it is not time for complacency as we will continue to face strong economic headwinds this year."

AFPA CEO, Ross Hampton

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QUESTIONS & ANSWERS

What is the news?

A national push to **Buy Aussie Timber First** has successfully supported the domestic timber industry during the challenges of 2020 and a new wave of support aims to sustain 45,000 local jobs and billions of dollars of economic benefit this year.

What is at risk?

AFPA anticipates that COVID-19 impacts will continue to place significant pressure on the future viability of timber industry operations, putting local jobs at risk, impacting livelihoods and families across the country, especially in regional areas.

What is AFPA asking Aussies to do?

Buy Aussie Timber First because if demand for timber framing* remains strong the softwood* timber industry can continue to sustain 45,000 jobs and maintain its significant contribution towards the \$24 billion timber processing and manufacturing industry¹.

What is the breakdown of jobs and economic impact across each state?

State	Direct softwood growing and manufacturing jobs
New South Wales	14,200
Victoria	13,000
Queensland	7,400
South Australia	4,400
Western Australia	3,300
Tasmania	2,200
Australian Capital Territory	300
Northern Territory	200
Total	45,000

Why should people buy Aussie timber?

Showing support for Aussie timber is important for many reasons:

1. Keep 45,000 local timber jobs: Sustain a whole supply chain of jobs and livelihoods especially in regional areas.
2. Supports Aussie homes and families: Buying Aussie timber supports, Aussie homes, Aussie jobs and Aussie families.
3. Generate economic benefit of \$24bn in 2021: Help the country recover from COVID-19.
4. Short Lead times: Our domestic deliveries leave the mill gate & reach our customers within a few days.
5. Market understanding: Local knowledge helps us to anticipate changing market requirements.
6. Local supply you can trust: Local supply, local relationships that you know and can trust.
7. Support The Ultimate Renewable™: Aussie timber is manufactured for today and replanted tomorrow.
8. Store carbon from the atmosphere: Choosing timber in design and construction can help tackle climate change through storing carbon for life.
9. Low Cost Flexibility: Any last-minute changes or variations are easily made onsite by carpenters equipped with all the tools they need.
10. Fire predictable: Timber maintains its structural integrity for a long time as it chars at a predictable rate.

¹ ABARES: Total annual economic benefit from all timber processing and manufacturing in Australia.

² <https://www.agriculture.gov.au/forestry/forestryaustralia/australian-forest-and-wood-products-statistics>

For further information, please contact Lauren Zammit on 0491 629 919 / lauren@wedopr.com.au

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To show your support or to find out more about the Buy Aussie Timber First campaign, please visit www.buyaussietimberfirst.com.au

AFPA is the peak national industry body representing the forest growing, processing, and pulp, paper and bioproduct industries covering the entire forest products value chain.



How many homes are built with Australian timber?

Timber is a proven and popular framing material with approximately 70 per cent of Australian homes being built with locally sourced and manufactured* timber framing products*. Other homes are built with double brick, imported timber framing or steel framing.

Is it better to build with timber or steel?

Compared with alternative building materials, timber framing is produced via a low emissions manufacturing process and has many inherent advantages including being renewable, recyclable, storing carbon, and significantly lower embodied energy. The domestic industry manufactured an annualised volume of around 1.5 million cubic metres of structural sawn timber† storing the same amount of CO2-e that around 650,000 cars† emit in a single year.

Is there enough timber available to sustain demand?

The timber industry can meet the necessary demand for timber framing products to build new homes in the foreseeable future and will continue to work with valued customers to meet changing demand and market requirements.

Who is AFPA?

AFPA is the peak national industry body representing the forest growing, processing, and pulp, paper and bioproduct industries covering the entire forest products value chain. For more information, visit [AFPA](#).

Glossary of terms

Timber framing: 'Timber frame' typically describes a system of panelised structural walls and floors constructed from timber studs, clad with board products, in which the timber frame transmits vertical and horizontal loads to the foundations.

Timber framing products: Timber framing products are typically manufactured using softwood timber and include items like timber studs, prefabricated trusses and frames.

Softwood timber: Softwood timber is processed from sustainably grown plantation softwood timber species (e.g. *Pinus radiata*). Common uses for softwood timbers include structural framing, cladding and paneling, benchtops, flooring, decking, joinery, beams, and poles.

* AFPA
† NTC

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