Our modern world

A world filled with technological marvels, made of miracle materials

But there is one material so versatile, so extraordinary that if it didn’t exist, we’d have to invent it

Wood

Grown in Australia, in sustainably managed forests.

Our forests are amazing places, and Australians use products made from wood and its components, every single day.

Our forests give us somewhere to live

Somewhere to think, to run and to rest.

Our forests filter our water and nourish our soil,

They soak up and store carbon,

And purify the air we breathe

They provide food and shelter for our wildlife,

And give us the space to get away from our own wild lives.

Our forests drive our industries,

Strengthen our communities,

Create jobs across our country,

And power our economy.

Our future, like our past and our present, depends on our forests

Using cutting edge innovation and technology, the Australian forestry industry is committed to a future of sustainable growth.

Where every tree we use is regrown and replaced.

With this infinite capacity for renewal and its incredible variety of uses, it’s no wonder we call wood the ‘ultimate renewable’.

Our forestry industry is driven by the passion of the people who work within it

Committed to the stewardship of our forests,

To protecting our wildlife and improving our environment.

People like you and me, who are committed to achieving a cleaner, greener world.

So next time you look up at the trees, think about wood and everything we use it for.

And remember the forests it comes from, and the people who care for them.

Australian forestry, planning for tomorrow, today.