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Tasmanian Government **Media Release**

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Guy Barnett, Minister for Primary Industries and Water

Making sustainable Tasmanian timber the quality choice

The Tasmanian Liberal Government is supporting the use of timber as the sustainably responsible choice in building and promoting Tasmanian timber as the highest-quality wood available to markets around the world.

As part of our First 100-day Plan election commitment we have established a grant deed for \$1.15 million with the Tasmanian Timber Promotion Board towards a \$2 million strategic marketing campaign focused on raising awareness of the quality and versatility of Tasmanian timber.

Jointly funded by the Tasmanian Government and the Tasmanian timber industry, the campaign will soon be pushing our timber products, locally, nationally and internationally to help make it the most envied building material for the world's top designers and architects.

With timber currently in high demand, there is an opportunity to make Tasmanian timber the go-to for architecture and construction, internal design and fit-out and furniture production.

The campaign will be supported by a full-time Wood Encouragement Officer who will promote the benefits of using Tasmanian wood, especially for environmentally conscious architects and developers.

While the sector is already worth about \$1.2 billion to our economy annually, we want to see that grow, providing even more direct benefit to our economy and local communities and supporting even more regional jobs.

Tasmanian timber is sourced from sustainably managed forests and it stores carbon, offsetting greenhouse gas emissions. Tasmanian timber is the ultimate renewable.

The new campaign will build upon the industry's previous [*We are Tasmanian Timber*](#) campaign, which was also jointly funded by the Tasmanian Government and industry.