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Guy Barnett, Minister for Resources

Magnificent. Natural. Sustainable. - *This is Us, Tasmanian Forestry*

Tasmania's sustainable forestry industry is taking positive steps to address outdated views of the industry.

We know that Tasmania's modern forestry sector is sustainable, innovative, environmentally friendly and driven by scientifically established best practice.

This is why the Tasmanian Forest Products Association's new *This is Us, Tasmanian Forestry* campaign is so important.

This is Us, Tasmanian Forestry is all about connecting Tasmanians with Tasmanian forestry and the campaign was premiered this evening at a 'Parliamentary Friends of Forestry' event which I am proud and pleased to co-convene alongside Shane Broad, the Shadow Minister for Resources.

At the local level our regional communities in particular rely on industries such as forestry to keep people in real jobs.

Sustainable forestry management is also part of the solution to some of our most pressing environmental issues such as climate change.

While the sector is already worth some \$1.2 billion to our economy annually, we want to see that grow. Campaigns such as the one being rolled out by the TFPA will create the environment we need to ensure this important sector continues to thrive.

Tasmanian forestry is something to be proud of and all Tasmanians are encouraged to get behind our magnificent, natural and sustainable forestry industry.