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MEDIA RELEASE—CANBERRA

AFSL new Board members focus on consumer uptake of certified forestry products

Progressing the certification of millions of hectares of Australian forests in line with national and international standards to give consumers greater choice and help protect the environment is the passion of the two new members who recently joined the Australian Forestry Standards Limited (AFSL) Board.

Directors Robert Lowe and Kathryn Adams both bring extensive expertise to AFSL and are enabling the Board to expand its horizons through more diverse industry coverage. They both share the conviction that with sensible, strategic management, this country's millions of hectares of forests will serve many generations to come. They join new CEO Kayt Watts as strong advocates that illegal logging and suspect trading of wood must be stopped.

"Certification and the Chain of Custody will enable Australia to produce quality forest, wood and paper products and maintain a vibrant, highly skilled workforce while protecting our environment," says

Mr Lowe, currently Head of Marketing (Family Care) at Kimberly-Clark Australia, who brings to the AFSL Board more than 25 years of marketing experience. Kimberly-Clark Australia uses wood fibres in their products and was one of the first organisations here to recognise the need to ensure sustainable forest management and the impact on the environment of *not* sourcing certified wood products.

"We want to promote the uptake by consumers of products endorsed by the Australian Forest Certification Scheme (AFCS) and encourage forest supply chain owners and managers to make the AFCS their first choice in forest management certification," says Mr Lowe as a new AFSL Board member.

Environmental management is also a priority for Ms Adams, a Senior Research Fellow with the Australian Centre for Intellectual Property in Agriculture at Griffith University who has been involved at senior levels in the forest and wood products and agribusiness industries for many years. With an interest in science-based industry development, Ms Adams says: "The industry in Australia is world class and the Australian Forestry Standard (AFS) is a means of demonstrating this to the world. AFS is endorsed by the world's biggest assessor of sustainable forest management, the Program for Endorsement of Forest Certification (PEFC) so that those in the industry with AFS certification can be easily recognised globally for the standards of management that they have attained."

Ms Adams is on several boards relating to the industry including Forest and Wood Products Australia Ltd, two Cooperative Research Centres and Safe Food Production Queensland. She joined the Australian Centre for Intellectual Property in Agriculture, Griffith University Law School, and was the first Registrar of Plant Breeders Rights in Australia. She has practiced as a lawyer and held senior positions in R&D management and investment, including as Executive Director of the Energy R&D Corporation, Executive Director of the Forest and Wood Products R&D Corporation, Director of the

Queensland Horticulture Institute, and Executive Director with the Queensland Environmental Protection Agency.

Mr Lowe is responsible for the marketing management of Kimberly-Clark Australia's leading paper product brands including Kleenex Cottonelle Toilet Paper, Kleenex Facial Tissues and Viva Paper Towels. He has gained extensive marketing experience through his work in Food Pharmaceutical, Household and Personal Products, Finance, Consumer Durables and Brand Acquisition and Divestment and has worked with the likes of Parke Davis, Wellcome, Unilever and Reckitt Benckiser.

About AFSL and the AFCS

Australian Forestry Standard Limited is a Standards Development Organisation and a not-for-profit public company registered in July 2003. The company owns the standard development functions and manages the elements of the AFCS. The scheme will:

- provide Australian and overseas consumers with an independent, internationally recognised third-party certification scheme for forest management in Australia
- promote a culture of 'continuous improvement' of the sustainable forest management practices in Australia
- support a market for forest products that are a result of sustainable forest management practices and value adding processes that maintain the integrity of the source forest certification and promote the broader environmental benefits of using wood-based products.

Other AFSL Board Members

Chairperson Geoffrey Charles Gorrie

Johannes Hendrik (Hans) Drielsma , Executive General Manager of Forestry Tasmania

Brian William Farmer , Chief Executive Forestry South Australia

Archibald David Fisker , Executive Officer Central Victorian Farm Plantations Committee

Allan William Hansard, Chief Executive Officer, National Association of Forest Industries

Warwick Charles Ragg , Chief Executive, Australian Forest Growers

Trevor William Smith, Managing Director, Advisory Consulting Employment Services

Michael John Bullen, Chief Executive, Sydney Catchment Authority

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