

Media release | 31/01/2020

New “welcome mat” launched for WA Forestry Industry

People working in the Western Australian forestry industry will have a better understanding of the breadth, scope and value of their industry with the launch today of a new on-line tool.

The WA forestry industry *Welcome Mat* has been developed by a team of emerging leaders drawn from across the industry. They recognised the opportunity to promote the WA timber industry by empowering existing employees. This empowerment has come through redesigning how the industry describes itself, and is being delivered via a new communications platform.

The new *Welcome Mat* website has been praised by acting CEO of the Forest Industries Federation of Western Australia (FIFWA), Matt Granger.

“*Welcome Mat* is a terrific innovation in our industry,” Mr Granger said.

“It enables people working in the industry, to gain a better appreciation of the scope of their industry,” he said.

“The *Welcome Mat* concept crystallised when these emerging leaders came together under a national leadership program,” Mr Granger explained.

“They were surprised by the diversity of their occupations and the variety of operations in each sector, and wanted to share the knowledge with newcomers to the industry,” he said.

“*Welcome Mat* is a neat solution to the challenge they recognised, and will be a lasting legacy to them,” he said.

The forestry industry *Welcome Mat* is being launched today (Friday 31st January) by Federal Assistant Minister for Regional Development and Territories, the Hon Nola Marino MP, at Wespine Industries, 241 Moore Road, Dardanup West.

Welcome Mat is found here: <https://welcomemat.fifwa.asn.au/>

Welcome Mat was funded by Forest and Wood Products Australia (FWPA) through industry levies and the Commonwealth Government. The emerging leaders who developed *Welcome Mat* have been supported by their employers in the WA forestry industry.

**Please direct all media enquiries to FIFWA Acting CEO Matt Granger on 0407 448 648 or m.granger@fifwa.asn.au
A spokesperson for the team of emerging leaders who developed *Welcome Mat* can be arranged by appointment**

About FIFWA

Forest Industries Federation WA (FIFWA) has been representing the interests of the Western Australian timber industry since 1895. The industry is a key driver of economic activity and jobs in Western Australia, contributing \$1.4 billion to the WA economy and creating about 6000 jobs in WA, with more than 90% of those in regional areas. The industry employs careful and comprehensive management policies to ensure WA’s forests are sustainably managed. Less than 1% of the total forest area is harvested annually.

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