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## **Macfarlane tells A3P Members - What makes a successful industry?**

**Canberra (Wednesday 21 June):** Speaking at the A3P Annual Forum in Canberra, The Hon. Ian Macfarlane, Minister for Industry, Tourism and Resources, highlighted the features of a successful industry - investment in innovation, investment in people; and international competitiveness.

Addressing representatives from Australia's \$5 billion plantation products and paper industries, Minister Macfarlane told A3P members that "Innovation does not equate to a new industry, it isn't reserved for the biotechs or computer sciences. Innovation is relevant to everyone in every industry, and it's a skill Australians pride themselves on."

"There is no simple template to [industry] success but there are some common features... investment in innovation; investment in people; establishing international competitiveness; and, in line with that, global integration", said Minister Macfarlane.

According to Minister Macfarlane, A3P's new sustainability action plan adds a fourth dimension by addressing shifts in public attitudes and changing circumstance regarding environmental and sustainability issues.

A3P CEO, Mr Neil Fisher acknowledged the Minister's statements by saying "I believe the success of our industry lies in our ability to address long-term sustainability issues.

"Growing consumer interest in the ethical management of our industry was a critical driving factor in the development of our new sustainability action plan.

"Our industry also acknowledges the importance of international competitiveness through our global commitments on sustainability issues including climate change, illegal logging and environmental issues management", Mr Fisher added.

Just over a week ago, Mr Fisher signed a statement on global sustainability on behalf of A3P members, at the International Council of Forest and Paper Associations (ICFPA) meeting in Rome.

Attendees at the A3P Annual Forum included representatives from A3P's 32 member organisations, industry associations and government.

"Our Industry maintains a productive partnership with the Australian Government and I welcome Minister Macfarlane's participation at A3P's Annual Forum", said Mr Fisher.

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