

From: "info@fscaustralia.org" <info@fscaustralia.org>
Subject: Fwd: FSC Friday News Bulletin and Launch of FSC Excellence Awards.
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Special Announcement: FSC Friday

FSC Friday is finally here!

We want to send a note to our valued supporters, to thank them for all the things they are doing to support FSC in Australia.

You will see a number of media releases occurring today, and can link in to our social media channels on Facebook, Twitter and Pinterest if you like, to join in the activity.

One of the ways to show your support is to add the logo below to your email banners for the day, and to download a 'twibbon' to attach to your social media pages. The link is here and it is simple <http://twb.ly/M6Q8AT>

FSC Friday is all about creating awareness of the logo so that consumers can shop responsibly.

Remember to tag us at @fscaustralia, @fscfriday or #fscfriday on Twitter and @fscaustralia on Facebook to ensure we can keep the conversation going.

We are pleased to announce that FSC Friday has been a huge success already, with many planning amazing events.

We would like to thank each and every company that has taken part in FSC Friday. Without your support we would be unable to reach such a broad audience. Those who have registered there events are listed below.

FSC AUSTRALIA: OFFICIAL LAUNCH OF THE 2012 EXCELLENCE AWARDS

We're very excited to launch the FSC Australia 2012 Annual Excellence Awards today, on FSC Friday.

This year sees a redesign of the awards, with the introduction of three new awards categories, designed to recognize excellence and innovation.

The awards are open to Organisations and Individuals in Australia who are committed to being involved in the FSC system; creating a marketplace that promotes environmentally appropriate, socially beneficial and economically viable management of the world's forests.

Links to download the Invitation and Awards Categories are below.

For more information about the 2012 Excellence awards, please visit <http://www.fscaustralia.org/awards-2012>

[DOWNLOAD AWARDS INVITATION CATEGORIES](#)

[DOWNLOAD AWARDS](#)

NIKPOL FSC FRIDAY EVENT

To celebrate FSC® FRIDAY, Nikpol this afternoon launched their new product collection - ARC by Nikpol, their premier collection of certified and sustainable interior décors.

ARC is a line that is 100% FSC Certified, and this new product range will increase the number of FSC certified products available and reach more consumers.

Nikpol were very creative with their launch - even displaying FSC Friday badges. Congratulations Nikpol on your new collection

For more information about the ARC range, head to <http://www.nikpol.com.au/fsc>



Natalie Reynolds with Spiro Nikolakakis and Jarrod Smith

SGS GRAND FINAL LUNCH



SGS held a FSC Grand Final BBQ lunch, to not only celebrate the AFL grand final, but also to help raise funds for the FSC Australia National Forestry Standard.

SGS are one of the Auditing Bodies accredited to perform FSC certifications in Australia and New Zealand, as well as across the globe.



Natalie with Jonny Tran and Angus Muffet from SGS



Paul Taylor quality coordinator SGS environmental services fires up the Barbie in preparation for the Sgs fsc FridayBBQ lunch

FSC FRIDAY AT TETRA PAK

FSC Friday was celebrated at Tetra Pak's Sydney office with a morning tea and discussion about what FSC means in Australia.

Natalie Reynolds, CEO of FSC Australia spoke to the gathering of employees, along with Noel Ayre, the Managing Director of Tetra Pak Oceania and Cheryl Speechley, the Environment Manager.

Natalie thanked Tetra Pak for the company's leadership role in encouraging beverage producers to use FSC-labelled cartons. Tetra Pak and its customer Parmalat introduced



the first FSC®-certified cartons in Australia during September 2011. In New Zealand, the milk for Fonterra's Milk for Schools pilot program in the Northland region is in FSC®-certified cartons. Additional Tetra Pak customers will launch FSC®-certified cartons later this year, including Freedom Foods for their Australia's Own Organic almond, rice and soy milk, and Harvey Fresh's two litre milk and juice products.

Tetra Pak has a global ambition to purchase 50 per cent of its paperboard from FSC-certified forests in 2012. This ambition is on track.

Globally Tetra Pak doubled the number of FSC®-labelled packages delivered to their customers last year, with 18.4

billion packages reaching consumers in Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Denmark, France, Germany, Italy, Ireland, Netherlands, Portugal, Spain, Sweden, Switzerland, Thailand, the UK and USA.

Tetra Pak's commitment to FSC® is just one part of its pledge to grow its business in a way that is environmentally, socially and economically responsible.

THE PRINTING OFFICE MORNING TEA

The Printing Office held a morning tea for all their customers to attend and learn more about FSC and why it is important to them as an organisation. The Printing Office feels that FSC certification distinguishes them from other printers and that their certification is something to be proud of.

<http://www.theprintingoffice.com.au>

Thankyou to the Printing Office who also designed the 2012 Excellence invitation.

ADSHEL TOWN AND PARK FSC FRIDAY BREAKFAST

Adshel Town and Park held an FSC Friday Breakfast BBQ this morning for their staff in support of FSC Friday. Natalie caught up with Scott Freeman, General Manager this afternoon to discuss the days events.

Adshel are members of FSC Australia, and have kindly offered to donate a piece of street furniture for the silent auction at our Awards Dinner.



KIMBERLY-CLARK PANEL DISCUSSION AND LAUNCH OF INFOGRAPHIC.

Kimberly-Clark celebrated FSC Friday by holding a panel discussion with guests Natalie Reynolds, CEO of FSC Australia and Tim Cronin, Head of Forestry at WWF, Family Care's Michelle Rossier and KCP's Jenni Bracken.

Kimberly-Clark also launched their "Our Essential World" fibre sourcing graphic.

Jenni Bracken (Kimberly-Clark Professional), Jacqueline Fegent-McGeachie (Sustainability Manager) and Natalie

WOOLWORTHS LIMITED ANNOUNCES MEMBERSHIP AND LAUNCH OF HOME BRAND PRODUCTS ON FSC FRIDAY

To mark FSC Friday, Woolworths Limited has today confirmed its commitment to sustainable sourcing by becoming the first major Australian retailer to achieve membership of the Forest Stewardship Council Australia (FSC).

In addition, Woolworths supermarkets has today announced its first own brand products to achieve FSC certification with customers now able to purchase FSC certified Homebrand toilet paper and facial tissues.

Homebrand toilet paper and facial tissues.

[Press Release](#)

TABMA

TABMA have taken the opportunity on FSC Friday to get in touch with their members and let them know about FSC.

TABMA are also a member of FSC Australia, and provide information to their members about FSC certification and why it is important.

For more information about the services TABMA offers, head to <http://www.tabma.com.au>



Natalie Reynolds with TABMA CEO Colin Fitzpatrick



Gilly Llewelyn, Tim Cronin and Matt Wilson from WWF

WWF THE PANDA MADE ME DO IT CAMPAIGN

WWF have contributed to the social media campaign FSC Friday, and have launched their "The Panda made me do it" Campaign.

The Panda Made Me Do It is all commitment to protecting the natural world.

Natalie caught up with the WWF team earlier in the week to meet the Panda in person!

Visit

http://www.wwf.org.au/what_you_can_do/do_it/ to see if the Panda gets you too!

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