

## PROFILE: AUSTRAL PLYWOODS



Based in Brisbane, Queensland and operating since 1925, Austral Plywoods is one of Australia's leading manufacturers of premium grade plywood. Its primary resource is 100% plantation grown Hoop Pine sourced from HQ Plantations in southeast Queensland.

Its products have Chain of Custody certification under Australian Standard 4707:2006 *Chain of custody for certified wood and forest products*. The Austral Plywoods Chain of Custody is also linked to the Australian Forestry Standard.

Manufacturing to Australian and New Zealand standards, Austral Plywoods maintains a process quality control system in compliance with the Engineered Wood Products Association of Australasia and the Joint Accreditation System – Australia and New Zealand [EWPA-A-JAS-ANZ] product certification scheme.

JAS-ANZ is the peak accreditation body in Australia and New Zealand, established under treaty by the governments of both countries.

The main challenge facing the industry is imported plywood – builders are now recognising the fact that plywood is only cheap when the project is right the first time. Austral Plywoods' aim is to supply premium, trouble-free plywood.

With the lowest formaldehyde rating, Chain of Custody and other green credentials, Austral Plywoods' products can be and are currently being used in many environmentally sensitive projects.

Austral Plywood's A-Bond products have super E0 ratings, which mean they have the lowest formaldehyde emission rating obtainable. Its premium grade Hoop Pine plywood is used in ceilings, walls and flooring while its Hoop Pine Multiply product is popular with furniture and cabinetry applications.

While the company only sells through its distributor network, Austral Plywoods can offer advice and give recommendations to local builders and architects with regards to products, uses and finishes, and also provide samples of plywood if required as well.

**Austral Plywoods**  
[www.australply.com.au](http://www.australply.com.au)

## SUPPLY OF MATERIALS

It also comes down to a question of logistics and surety of supply: buying Australian-made results in an element of stability and assurance of products in the market. It also means that a builder won't be left stranded onsite with no materials or products to continue the project.

"Local producers are more accessible for information, problem solving and the timely replacement of product if there is a problem," Insulation Council of Australia and New Zealand [ICANZ] chief executive Dennis D'Arcy says.

"If you're a local supplier or a local manufacturer, you generally have developed a regional network of warehousing, stocking, employing and servicing, so it's more likely to create direct and indirect employment opportunities.

"A strong local manufacturing base is also typically not impacted by fluctuations in exchange rate. If you buy a product here for \$10, it's not going to change. You have a far more



the National Association of Steel-framed Housing [NASH] agrees, saying that buying Australian-made helps to maintain local knowledge and skills so we can continue to innovate.

"In our particular industry, Australia is seen as leading the world in steel frame construction," he says.

"With that intellectual property, we're helping countries like New Zealand and South Africa, so that gives

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**IT'S ABOUT THE PROTECTION OF THE ENTIRE BUILDING INDUSTRY AND KEEPING EMPLOYMENT WITHIN THE COUNTRY.**

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stable financial environment in which to tender and use the products."

Dennis also raises a very valid point: if there no manufacturing in Australia and you simply become an import agent, there's very little focus on developing product or putting time and effort into research.

"It would be a shame if we didn't have a very strong percentage of our products made locally because it opens up an opportunity to conduct proper research and develop products for the future of Australian building," he explains.

Ken Watson, executive director of

opportunities to our manufacturers to sell their intellectual property overseas. That builds up our base and keeps our leadership in the market. If we are going to stay competitive, we need volume – and if it's all imported, we won't have that volume."

Needless to say, buying Australian-made is an important link in an ongoing cycle when it comes to the national economy.

If that link is broken, then you run the risk of upsetting the smooth operation of the entire cycle and this could place local manufacturers at an even greater risk. ■