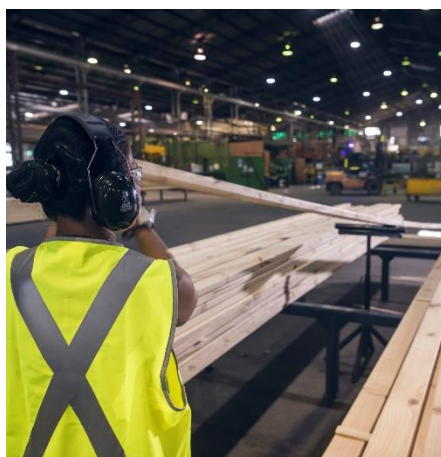




Engagement Strategy

150 years of Forest Industries
*celebrating South Australia's
commercial forestry plantations*





South Australia is proudly the birthplace of the nation's commercial forestry plantations, with 2025 marking the 150th anniversary since the State embarked on a journey of plantation forestry.

This monumental occasion provides a unique opportunity to acknowledge and celebrate the importance of South Australia's forest and timber industries and the contributions the industry makes to our economy, environment and regional communities.

By working together, we can establish an exciting program that promotes and connects the forest industries to the wider community.

Led by the South Australian Forest Products Association (SAFPA), and with the support of the State Government, South Australia's forest industries will be celebrating this occasion through a variety of projects and activities across 2025, including the centrepiece Gala Dinner which will be held on the 13th June 2025 in the heart of the Green Triangle, Mount Gambier.

Whilst working closely with internal and external stakeholders to create a calendar of activities from digital and on-ground campaign events, the Association has decided to broaden the engagement and encourage others to share the narrative with their network.

If you or an Association wish to get involved in the celebrations, here are options in how to participate and share the importance of forest industries:

- Using the 150th Logo
- Social Media Engagement
- Attend an event or activity
- Expression of Interest to host an event
- Promote the website
- Share images and videos via Google Photos

Use of the 150th anniversary logo

A 150th Anniversary logo has been designed to brand events and activities that celebrate this monumental occasion. To access the logo, please complete the Expression of Interest form. Upon approval the logo will be emailed to your nominated email address.

NOTE: Logo must be used in accordance to the Style Guide, which will be provided on approval.

Social Media Engagement

Please tag the South Australian Forest Products Association (@SAFPAonline) and use the hashtag #WeAreForestry and #Forestry150.

Please follow SAFPA on social media – Facebook, Instagram, LinkedIn – and share posts and reels that celebrate 150 years of forestry to promote the message.

Upcoming events and activities

SAFPA's website outlines all 150th Anniversary events and activities across 2025.

A number of forest and timber businesses and associations are celebrating the 150th anniversary across 2025; including a 150th Anniversary Gala Dinner, a ceremonial planting, timber structural displays in prominent locations, digital campaign and nature walks.

All approved events will be added to the website.

Expression of interest to coordinate an event

To host an event, please complete the Expression of Interest form, and upon approval, information about your event will be uploaded to the SAFPA website.

Website Promotion

SAFPA's website is a resource to promote 150th anniversary events and it is encouraged to share and promote the website to spread the message about the activities and historical importance of our forest and timber industries.

Uploading images and videos via Google Photos

SAFPA encourages external and internal stakeholders to share any images or videos that celebrates and acknowledges South Australia's forest and timber industries.

Please upload and share files via [SAFPA's Photo Album](#). Appropriate credits and description of photos can be emailed to: enquiries@safpa.com.au

EXPRESSION OF INTEREST

Get involved to celebrate the 150th anniversary of Forestry in South Australia

If you or an Association has a connection to forestry and would like to get involved by either hosting an event or even to promote the anniversary and would like access to the marketing collateral, it is encouraged to complete the attached expression of interest form.

Upon approval, your event will be added to the website and you will have access to use the 150th anniversary logo on marketing collateral.

Please submit a completed copy of the Expression of Interest form (2 pages) to:

enquiries@safpa.com.au

Personal Details	
Organisation:	
Contact Person:	
Email:	
Phone Number:	
Website:	
Social Media Accounts: <i>(please include social handles)</i>	
Access to 150 th logo? How will the logo be used? <i>(ie event flyer, digital or print media)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No

The Event Organiser agrees to use the 150th Anniversary logo in marketing materials related to the approved Event only, adhering strictly to the brand guidelines as provided.

The Event Organisers understands that all marketing materials need to be approved by SAFPA prior to print or publication. Marketing collateral with logo cannot be used for monetary gain.

SIGNED:

DATE

Event Details	
Title:	
Host:	
Date :	
Time:	
Venue: (include address)	
Website:	
RSVP link:	
Contact details for event:	
Description of event:	
Marketing intention: <i>(ie how will you promote the event? On website, socials?)</i>	
Media Release / Plan:	
Names of those on the organising Committee (if applicable):	
Other relevant information:	

Please email a completed copy of the Expression of Interest Form to enquiries@safpa.com.au. Your application will be reviewed, with an email informing you of the outcome. Thank you for contributing to the 150th celebrations of forestry in South Australia.