

Timber Advisory Centre opened

A NEW and permanent CALM forest management display was unveiled in July by Environment Minister Peter Foss in the new Timber Advisory Centre (TAC) at HOME BASE EXPO in Wembley.

CALM's display was one of a number of timber industry displays unveiled at the Centre—a direct result of the Timber Promotion Council's decision to invest in a permanent timber products centre, that would inform and influence home makers, renovators and building professionals about the beauty and practicality of timber products.

The Council comprises representatives from the Forest Industries Federation (WA) (FIFWA).

The TAC is staffed by industry-trained specialists who will be available for public enquiries.

Forest Resources Marketing Manager Terry Jones said that more than 100 000 people were expected to visit and use the timber advisory service.

"This means CALM is able directly to market the sustainably and well-managed forest story to the end users of value-added timber products. The bottom line is about people feeling good

by Tammie Reid

about using our native timbers," Terry said

The display provides bursts of information and funfacts in the form of graphics and text, screened onto the wooden floor and submerged in a pond, as well as an information panel comprising large, medium density fibreboard icons.

Fine wood articles made of Goldfields timbers will be showcased and some of the Wood Utilisation Research Centre's innovations and projects are featured, such as the CALM solar-assisted timber kilns and the VALWOOD process and product. Marri and karri dining room suites have already generated a great deal of interest.

The Timber Promotion Council is keen to develop the potential for school and community group tours.

The HOME BASE EXPO already has an established reputation as a mecca for home makers and renovators.

The Master Builders' Association has a whole-of-industry advisory display on the first floor, and there is a 150-seat auditorium supported by cafe, catering and ample parking facilities.

The Wembley HOME BASE EXPO is located



Tammie Reid positions some of the perspex information panels in the pond, while Terry Jones, left, and John Davies of John Davies Design provide encouragement. Between them is a free-standing information panel. Photo by Verna Costello

at 55 Salvado Road, on the corner of Harbourne Street, where industry staff are available to an-

swer enquiries from Monday to Saturday between 9am and 5pm; Thursday from 9am to

8pm; Sunday and public holidays from 10am to 5pm
Admission is free.

