

*For immediate release, 13 May 2011*

## **Australian native plant industries featured by Australia Post**

Australia Post is featuring four of Australia’s largest native plant industries – eucalyptus oil, honey, macadamia nuts and tea tree oil in a new stamp issue available on 17 May 2011.

“The importance of the Australian native plant industries featured in this stamp issue cannot be under estimated. All four commercially cultivated industries have significant export markets. We trust this stamp issue will be popular with the public with these industries reminding us of their significant contribution to the Australian economy,” said Australia Post Philatelic Manager, Michael Zsolt.

The Farming Australia – Native Plants stamp issue comprises four 60 cent stamps as well as a unique Australian Eucalyptus scented sheetlet pack. This special pack contains 10 stamps infused with the clean, fresh smell of Australian eucalyptus oil. Gently rubbing the stamps will release the oil’s fragrance.

The Eucalyptus oil industry began in Victoria in 1852 and has been referred to as the first truly Australian industry. Australia produces around 3,000 tonnes of eucalyptus oil per annum and the business is worth around \$25 million a year. Eucalyptus oil has a wide range of industrial and medicinal uses and is distilled mainly in central Victoria and New South Wales.

The Australian honey industry is worth about \$50 million annually of which around 50 per cent is exported. The honey bee *apis mellifera* was introduced to Australia in 1822 and whilst not native to Australia, 80 per cent of Australian honey derives from native flora. Bees are declining worldwide and consequently Australian honey is highly sought after.

Australia is the world’s largest producer of macadamia nuts and is an industry worth around \$110 million annually, 75 per cent of which are exported. The macadamia tree is native to the rainforests of eastern Australia and was first planted commercially by Europeans in Lismore in 1882. They have the highest amount of beneficial monounsaturated fats of any known nut. New South Wales accounts for around 60 per cent of production with Queensland producing most of the remaining number. There is also a small industry in Tasmania.

Worth around \$30 million annually, tea tree oil is one of Australia’s most successful native horticultural industries. Tea tree oil is a potent natural compound with antibacterial, anti-fungal, anti-inflammatory and antiviral properties. The tea tree *Melaleuca alternifolia* is native to the northern rivers region of New South Wales. Main Camp in northern New South Wales is the world’s largest tea tree plantation.

The Farming Australia – Native Plants stamps were designed by Melbourne-based designer, Wayne Rankin. Included among Wayne’s other stamp designs are Rainforests (2003), Rainforest Butterflies (2004) and Micro Monsters (2009) stamp issues.

The Farming Australia – Native Plants stamp products include a first day cover, stamp pack, maxicard set of four, self-adhesive booklet of 10 x 60c stamps, self-adhesive roll of 100 x 60c stamps, decorative gutter strip of 10 x 60c stamps and a Eucalyptus scented sheetlet pack. The stamps and associated products are available from participating Australia Post retail outlets, via mail order on 1800 331 794 and online at [www.auspost.com.au/stamps](http://www.auspost.com.au/stamps) from 17 May while stocks last.



**For interview requests or further information, please contact:**  
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