



Victorian
Forest
Products
Association

DELIVERING FOR VICTORIA'S WOOD AND WOOD FIBRE INDUSTRY



WHO WE ARE.

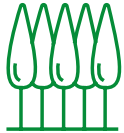
ABOUT VFPA

The Victorian Forest Products Association (VFPA) is the primary industry organisation representing the timber and wood fibre sector in Victoria. This encompasses businesses engaged in the cultivation, managing, and harvesting of our renewable Victorian forests. VFPA's members include timber processors, pulp and paper manufacturers, and enterprises involved in value-adding throughout the supply chain.

We welcome everyone involved in the wood industry, irrespective of whether you manufacture wood products for the construction sector, produce brown paper and cardboard goods, offer specialised items such as furniture or guitars, develop fibre-based biotech solutions, innovate with reclaimed timber, or engage in recycling endeavours.



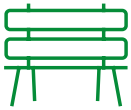
FORESTRY IS DELIVERING FOR VICTORIA:



Plantation trees capture over three times more carbon than environmental plantings over 100 years



\$734 million gross value in log production



All harvested wood products store carbon



5.3 million m³/year export volume



Victoria produces 8.9 million m³ or 27% of the nation's log supplies



\$7.95 billion in direct sales, or 32% of the nation's forest product primary and secondary manufacturing by value



Zero waste of raw materials in timber processing - all parts of the tree have a use



Direct employment of more than 21,000 people across the supply chain and supporting up to 50,000 jobs in total



The embodied carbon of a house built with timber is far superior to other materials such as steel and concrete



Supporting over 100,000 Victorian businesses



OUR VISION

A UNITED AND INFLUENTIAL VICTORIAN FOREST PRODUCTS INDUSTRY.

OUR MISSION

TO SUPPORT AND ADVOCATE FOR A
GROWING AND SUSTAINABLE FORESTRY
INDUSTRY THAT HAS BROAD COMMUNITY
AND GOVERNMENT SUPPORT.

OUR VALUES



UNITY IN DIVERSITY

Our diversity is our
strength to achieve
positive outcomes



CREDIBILITY

We will have informed,
mature positions on key
issues



STEWARDSHIP

We work to ensure the
success of our industry
for future generations



COURAGE

We are brave, assertive,
and respected



INTEGRITY

We will be professional,
transparent, and
trustworthy



COMMITMENT

We will contribute to
achieving our shared
objectives

OUR GOALS

01

ADVOCATE

An advocacy approach that is influential

02

UNITE

A broad membership base committed to working together for mutual benefit

03

INFORM

A credible and evidence-based source of truth, valued by our community

OUR ACHIEVEMENTS

- ✓ Opposition re-engaged and supportive of the industry
- ✓ Government support for plantation production and processing
- ✓ Led initial national advocacy effort on the CFI Water rule, which saw Victoria's (and other states') forestry hub regions exempted from the regulation, and final (permanent) Federal regulatory amendments underway
- ✓ Introduced [Victoria Wood](#), an awareness program promoting the benefits of the wood and wood fibre industry
- ✓ Advocating for the use of renewable wood products in public buildings and projects such as social housing
- ✓ Lobbied the government and opposition to pass the Sustainable Forests Timber Amendment (Timber Harvesting Safety Zones) Bill 2022, resulting in increased penalties for protesters who enter active harvest areas
- ✓ Ran a significant election program in 2022, which included outdoor advertising, a comprehensive social media strategy and material for our members to use
- ✓ Plantation CEOs' dinner with former Minister for Agriculture Mary-Anne Thomas
- ✓ Government agreed to consider a legislative amendment to the Firefighters' Presumptive Rights Compensation and Fire Services Legislation Amendment (Reform) Act 2019 (Forestry Fire Brigades are not yet covered – VFPA continues to advocate for inclusion)
- ✓ Favourable ATO private ruling for GST exemption to the previous VAFI funds, saving over \$100,000
- ✓ Successful advocacy to WorkSafe Victoria to support EWPAA's wood dust proposal to Safe Work Australia
- ✓ Numerous submissions on government policies



WHAT WE DO FOR OUR MEMBERS.

ADVOCACY

- ✓ Proactive advocacy on key policies and initiatives supporting the Victorian forestry sector
- ✓ Respond to government consultation processes as and when required
- ✓ Regular engagement with key bureaucrats, ministerial staff and opposition
- ✓ Watching brief on parliament processes impacting the industry

EVENTS & NETWORKING

- ✓ Hosting workshops, member dinners and roundtables
- ✓ Lunchtime briefings
- ✓ Facilitating contact with other relevant industry bodies, R&D

COMMUNICATION

- ✓ Regular media releases and media engagement to highlight industry issues
- ✓ Weekly newsletters containing key political insights
- ✓ Sponsorship opportunities
- ✓ Members can highlight their company through newsletters, [case studies](#) for Victoria Wood

OTHER MEMBER BENEFITS (FULL MEMBERS ONLY)

- ✓ Access to the expertise of a designated Work Health and Safety Manager (AFPA)
- ✓ Participation in working groups and chambers, and nominate for the VFPA Governing Council
- ✓ Quarterly AFPA member meetings and networking opportunities
- ✓ Close collaboration with other industry groups

WHAT'S NEXT?

FUTURE OBJECTIVES



More trees in the ground



Protecting the state from fire and pests



Using more timber in the built environment



Highlight the carbon benefit of plantation and production forests



Advocate for better access to labour



A plan to address labour and skill shortages long term



Advocate for more Traditional Owner involvement in managing forests



Rob Hescock, Chair of VFPA

As a committed Governing Council with a high level of expertise, we have a great opportunity to shape the future of our sector. Since VFPA's inception, we have worked hard on behalf of the industry to create and share a vision that we can bring to the government. We are united, and VFPA is representing our interests by formulating and promoting favourable policies.

We are an essential industry that produces items used in everyday life, while sequestering carbon through the simple act of growing, harvesting and replanting trees. To support our vital work in future, VFPA actively fosters strong relationships with the Government and the Opposition. This ensures that we establish the policy frameworks needed to grow the wood and wood fibre sector for generations to come.



Deb Kerr, CEO of VFPA

More than 110,000 businesses in Victoria rely on wood and wood fibre products and materials – from large paper manufacturers to furniture makers and carpenters. The primary purpose of VFPA is to serve as the representative body for the forest industry in Victoria, catering to the industry as a whole and its individual members.

As a fairly young organisation representing an old sector, I am proud of the results VFPA has achieved so far. Our industry, and the businesses that depend on it, have long-term goals, and we are constantly working on improving relationships with the current Government and the Opposition. We are currently on a path to broaden and diversify our membership while addressing our members' specific needs and concerns.

VFPA MEMBERSHIP CATEGORIES

Inclusions and benefits	Full membership	Associate	Affiliate	Sponsor	Individual
Participate in working groups and chambers, and nominate for the VFPA Governing Council	✓	✗	✗	✗	✗
Participate in working groups and chambers, and nominate for the VFPA Governing Council	✓	✗	✗	✗	✗
Victoria Wood case studies opportunity	✓	✓	✗	✗	✗
Weekly VFPA newsletters with key political insights	✓	✓	✓	✓	✓
Highlight your company through our newsletters	✓	✓	✓	✓	✗
Sponsorship opportunities, including Victoria Wood	✓	✓	✓	✓	✗
Quarterly VFPA Newsletter	✓	✓	✓	✓	✓
Speaking opportunities at events	✗	✗	✗	✓	✗
Political engagement opportunities	✓	✗	✗	✗	✗
Promote services to our members	✗	✗	✓	✓	✗
Regular VFPA Newsletters	✓	✗	✗	✗	✗
Quarterly VFPA Chamber & member forums	✓	✗	✗	✗	✗
VFPA Networking opportunities	✓	✓	✓	✓	✓
Cost per year	\$\$\$	TBN	TBN	TBN	\$