



Victorian  
Forest  
Products  
Association

# STRATEGIC PLAN

2021-2026



## VISION

**A united and influential Victorian forest products industry.**



# CONTENTS

- 4**    **Chair's Foreword**
- 5**    **Our Vision**
- 6**    **Our Mission**
- 7**    **Our guiding values and behaviours**
- 8**    **About VFPA**
- 10**   **Contribution**
- 12**   **Members**
- 13**   **Strategic Priorities**



**Tony Price**  
Chair

## CHAIR'S FOREWORD

As the Chair of your Interim Governing Council, I'm pleased to provide our Strategic Plan that will guide the Victorian Forest Products Association over the next few years.

In July, you told us that our role is to advocate on behalf of our industry, that we must be united as an industry, and we should be influential and credible in how we relay information to governments and the community.

We have a long proud history. Native timber harvesting has been undertaken in Victoria since it was settled, while our plantation industry commenced from 1888. However, now our industry is facing some critical challenges: our lack of social licence, a shrinking forestry estate, little political influence, and a recent history of industry division.

As a very new organisation, the next few years will be critical to establish our credentials with our industry, with key decision makers and influencers, and the broader Victorian community.

Our vision is to be a united and influential forest products industry, while our mission is to be a united and respected voice for our industry to deliver:

- An advocacy approach that is influential
- A broad membership base committed to working together for mutual benefit, and
- A credible and evidence-based source of truth, valued by our community.

Tony Price  
Chair

# 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 GUIDING VALUES AND BEHAVIOURS

## UNITY IN DIVERSITY

Our diversity is our strength to achieve positive outcomes

## STEWARDSHIP

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

## INTEGRITY

We will be professional, transparent, and trustworthy

## CREDIBLE

We will have informed, mature positions on key issues

## COURAGE

We are brave, assertive, and respected

## COMMITMENT

We will contribute to achieving our shared objectives

# ABOUT VFPA

VFPA is the peak industry body representing the forestry products value chain in Victoria from those growing, managing and harvesting our sustainable plantations and working native forests to the primary and secondary processing of timber, the manufacture of pulp and paper, and their value-added supply chains.



## VICTORIA'S FOREST PRODUCTS INDUSTRY



The Victorian forest products industry utilises a mix of hardwood (eucalypt) and softwood (pine) resources supplied from multiple use public forests and private plantations. Victorian forest products are manufactured into a wide range of timber products including sawn timber products, engineered wood products, pulp and paper manufacture, and high-quality wood chips.



Wood is beautiful and functional, renewable, biodegradable, and recyclable. Wood is used for new homes, buildings, furniture, paper, toiletry and sanitary products, and fuel for green energy. With over 5000 known uses for wood, wood is simply an essential part of life and the ultimate renewable. All parts of the harvested tree are used to its highest value use – there is simply no waste.



The Victorian forest products industry is highly regulated and implements sustainable forest management practices across private and public land tenures and participates in ecological restoration for the benefit of Victorians. **0.04%** and **0.03%** of native and plantation trees respectively are harvested annually, with plantation trees replanted, and every native harvest area regenerated.



Victoria's forest products industry has a significant role to play in the move to a net-zero carbon future. New research demonstrates that plantation trees for harvest capture three times more carbon abatement than environmental plantings over 100 years as the carbon is sequestered in trees and the subsequent harvested timber products for the life of that product.

# CONTRIBUTION

The Victorian forest products industry is a significant contributor to the Victorian and Australian economies:



Victoria's plantation estate at **418,000 ha** covers just **1.9%** of Victoria, or **3.4%** of the land classified as farmland. It is mostly located in the Green Triangle, North East and Gippsland.



Victoria's plantation estate is **53%** softwood and **47%** hardwood. The softwood estate reached a peak of **226,400 ha** in **2009-10** and has been relatively stable since then. The hardwood estate was stable until 2013-14; however has declined by **12,400 ha** or **6%**



Victoria has nearly **8 million ha** in its public land estate. Around half or **3.1 million ha** is multiple use forests, of which around **450,000 ha** is considered available and suitable for harvest. Of this, VicForests harvests around **2,500 ha** annually, or **0.04%** of the total public land estate.



In 2016, Victoria had **34 sawmills**, of which **nine** were softwood mills, **eight** post and pole processors, **three** wood based panel processors and **five** paper and paperboard processors.



Victoria produces **8.9 million m<sup>3</sup>** or **27%** of the nation's log supplies - with native hardwood contributing **28%** of Australia's native hardwood logs, hardwood plantations supply **34%** of Australia's hardwood log, and softwood plantations supply **23%** of Australia's softwood logs.



Victoria grows more plantation wood than any other state, producing **8.9 million m<sup>3</sup>** or **27%** of the nation's log supplies - with native hardwood contributing **28%** of Australia's native hardwood logs, hardwood plantations supply **34%** of Australia's hardwood log, and softwood plantations supply **23%** of Australia's softwood logs.



There is **no waste** in timber processing as all parts have a use.



Victoria's softwood and hardwood plantations and wood products store more carbon than any other state (**100 Mt C** or **25%**), while Victoria's native forests and environmental plantings store a further **1,942 Mt C** (or **9%** of the nation's native forest carbon stores).



The gross value of Victoria's log production is **\$734 million**, with the value per log volume comparable across native and plantation sectors.



Victoria has the largest export volume by some margin (**around 5.3 million m<sup>3</sup>/year**).



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



Direct employment of more than **21,000** people across the supply chain with the full supply chain supporting up to **50,000 jobs**.



# MEMBERS

Memberships at 30 June 2021

Starting a new organisation is a challenging process – one that would not have come to fruition without the assistance of your interim Governing Council and your support. Any representative organisation cannot advocate unless a) there are members, and b) those members support its advocacy efforts. Thank you.

## FULL MEMBERS

AKD Softwoods  
ANWE  
ARBUTNOT Sawmills  
ASH  
Australian Bluegum Plantations  
Fenning Timbers  
Green Triangle Forest Products  
HVP Plantations  
Longwarry Sawmilling  
Midway  
Montana Timber  
New Forests  
OneFortyOne  
Opal  
PFOLSEN Australia  
Powelltown Sawmill  
Pyrenees Timber  
Radial Timber  
Reid Timbers Bros.  
Ryan McNulty Sawmillers  
SFM Asset Management  
Walkers Sawmills  
VicForests

## ASSOCIATE MEMBERS

AE Gibson & Sons  
Britton Timbers  
Austimber Harvesting

# STRATEGIC PRIORITIES

## ADVOCATE

### Strategic Outcome

Our strategic advocacy approach is influential with government and the broader community



### Strategic Focus

- Establish an evidence-based policy platform
- Professional, bipartisan, credible, respected and solutions focussed
- Build a coalition of allies, social influencers
- Our target audience and key decision makers are known

### Strategic Actions

- Policy platform and key messages are developed and advocated widely
- Identify policy research gaps and seek programs to close the gaps
- 2022 Election Manifesto developed, and implementation commenced
- Parliamentary Friends of Forestry re-starts with bipartisan support
- Identify political and social key decision makers and champions

### Outcomes

- The major political parties support the industry through and beyond the 2022 election
- Our policy agenda is influential and adopted by governments
- The Parliamentary Friends of Forestry has commenced
- We are clear on our key decision makers and target audience
- We are supported by an industry champion

## UNITE

### Strategic Outcome

We have a broad membership who are committed to working together for our mutual benefit



### Strategic Focus

- Our membership is valued, respected, aligned, and highly engaged
- We provide regular opportunities for members to engage positively in our work
- We are communicating effectively with our members – our members know our wins
- We are connected, engaged, and supporting our broader industry

### Strategic Actions

- Members receive regular contact and visits, and support VFPA events
- Our Chambers are established and hold at least two meetings annually
- We are expanding our membership to like-minded organisations
- New partners/sponsors are supporting VFPA
- We use a range of tools to communicate with and beyond our industry

### Outcomes

- Our members are engaged, and the membership base has grown
- There is strong engagement in our Council and Chambers
- There is regular two-way communication with members

# INFORM

## Strategic Outcome

We are a credible and evidence-based source of truth, valued by our community



## Strategic Focus

- Positively influencing our community to improve our social licence
- We are a reasoned source of truth, and our communications are scientifically robust

## Strategic Actions

- Industry image campaign is developed, and implementation commenced
- Undertake stakeholder mapping
- Develop a communication plan supported by key messages that resonate
- Our policies and communication are informed by credible research

## Outcomes

- Our Target audience is known
- Our image is measured and shows improvement
- We have positive coverage in traditional and social media



# Victorian Forest Products Association

VFPA is the peak industry body representing the forestry products value chain in Victoria from those growing, managing and harvesting our sustainable plantations and multiple use natural forests to the primary and secondary processing of timber, the manufacture of pulp and paper, the value-added timber and the pulp and paper products supply chains.