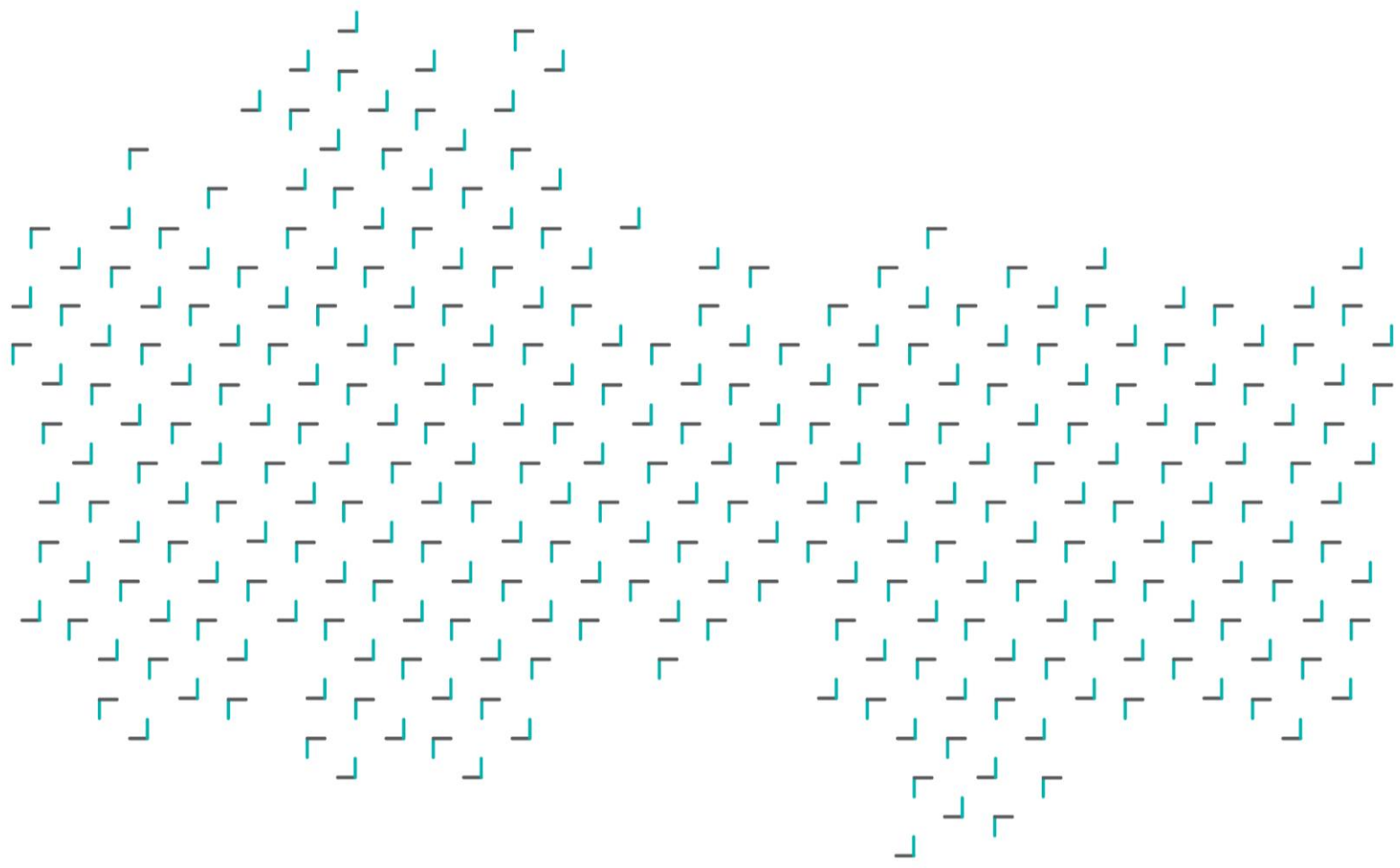


Tasmanian Forests & Forest Products
Network
Tasmanian Forest Industries Forum
Table Discussion Report



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This report has been provided to Tasmanian Forests and Forest Products Network to document the reflections of the attendees through the table discussions at the 2022 industry forum . This report is for the use of Tasmanian Forests and Forest Products Network only and the observations from this report are provided for consideration only. This information contained in this document is commercial in confidence, and only for Tasmanian Forests and Forest Products Network. The document and its contents must not be used, disclosed, or redistributed, either in writing or verbally, to anyone other than the intended recipient without consent from WLF Accounting & Advisory.



1 Context and Background

1.1 Context

The Tasmanian Forest and Forest products Network (TFFPN) hosted key stakeholders at their 2022 Forum; Vision 2050: Realising our Potential – Growth, Innovation, People, Investment. Alicia Leis was engaged to facilitate the session, including engagement throughout the panel discussions.

1.2 Program Outline

The program outline of the forum was:

1	Opening and Plenary – Alicia Leis, Graeme Gardner and Therese Taylor
2	Keynote Speak – Paul Higgins
3	Break
4	Tasmania Forestry Hub – Simon Talbot
5	Panel 1 – Why Plant a Tree?
6	Panel 2 – Innovation is everyone’s job. How do we do it better in forestry?
7	Diversity Action Plan for the forest industry – Dr Anna Carew and Brodie Frost
8	Break
9	Panel 3 - Why invest in the Tasmanian forest sector?
10	Panel 4 - Without people, we don't have an industry. How do we attract and retain the right workforce for the future?
11	Forum Plenary – Steve Whitely

The following sections of the report outline the reflections of all tables present at the panel discussions, including questions to be answered, possible solutions and actions to the issues raised.

2 Growth

The following table records the reflection and discussion from the tables engaged with the first panel – Why plant a tree? The following key themes were identified as noted by multiple tables.

- Right Place, Right Tree
- Urban Forests
- Full life cycle

Why plant a tree?

1	We plant trees for economic benefit <ul style="list-style-type: none"> • Social • Environmental • Commercial • Health
2	Limited public access to 'treed' area
3	Farm woodlots – some failures, some success
4	Government intervention – Gippsland, WA
5	Where will the 40% for Hobart trees come from? <ul style="list-style-type: none"> • What is the land-use trade off?
6	Can we leverage 'urban forest' to support and increase social licence?
7	Can we use 'urban wood' to support 'artisan use' of timber – increase social licence/accept
8	Urban development AND urban trees <ul style="list-style-type: none"> • How do we do this? • Intersection with land-use planning
9	Manage for a healthy landscape
10	Recruit trees – planted or natural <ul style="list-style-type: none"> • Step 1: Recruit • Step 2: Manage actively • Step 3: Develop healthy forest
11	Consider full life cycle of urban trees and end use when they need to be replaced/renewed. <ul style="list-style-type: none"> • Firewood, craft wood
12	Micro trends and disrupters – where does the land come from to plant trees?
13	Trees need to be in the right place (does scale and type suit landowner?) Art of integration with variety of landowners and land bases <ul style="list-style-type: none"> • Considerations <ul style="list-style-type: none"> ○ Neighbours ○ Access ○ Certification ○ Commerciality
14	Does the question mask the elephant in the room around native forest (production) and availability?

Why plant a tree?

15	Trees are a key driver of health and social equity indicator
16	How can we get more trees in the ground – what is the best action Government can take to facilitate this?
17	Why are we not talking about unused/unmanaged Crown land?
18	Best use of land – what is the criteria which indicates that a ‘tree’ is the best choice?
19	Intergenerational <ul style="list-style-type: none">• Payback• Challenge
20	Efficiency of timber use
21	Length of time to grow a tree
22	Tree value broader than simply commercial <ul style="list-style-type: none">• Stormwater• How do we measure tree \$ holistically
23	What is holding back expansion in tree planning?
24	Are making more wood products than 20 years ago?
25	There are commercial reasons/imperatives but what about social reasons/ imperatives?
26	Integration of agriculture and forestry rather than fighting over land-use <ul style="list-style-type: none">• Especially in light of irrigation expansion in Tasmania
27	Lifecycle and multiple cycles <ul style="list-style-type: none">• Urban, natural forests and plantations
28	Lots of complementary reasons <ul style="list-style-type: none">• Informed community• Value proposition – open market pricing – time lag patient capital
29	Right place, right trees
30	Wood is good when understood
31	Flipside of why plant a tree - Look at why not?
32	Improving incentives/simplification/encouragement for carbon credits
33	Sympathetic regulatory body in regards to private planting/harvesting e.g. agricultural land
34	Increase of urban forestation is great to see
35	Growing trees, active management
36	How do we deal with end use that utilises this as a resource (old/overmature/senescent trees in urban landscapes, mechanical fuel reduction...)
37	Look at full lifecycle of tree, not just planting
38	Right tree in right place for right reason not wrong trees in the wrong place with not so great outcomes

Why plant a tree?

39	We need more wood/timber
40	Right trees in the right places
41	Integrating trees as part of farm enterprises
42	Adopt a patch including public foresters
43	Grow not plant
44	Tree stewardship and active management valued
45	Trees provide 'resilience'
46	Wood is good
47	Social Licence – to manage trees/forests
48	What's the balance <ul style="list-style-type: none">• Urban• Commercial• Recreational/Community• Conservation
49	Important to look at all sides of argument <ul style="list-style-type: none">• Production• Social• Housing needs• Society acceptance
50	Conflicting policies may limit/provide conflicting options
51	Environmental response
52	Sustainability
53	Markets
54	Education <ul style="list-style-type: none">• Not just planting re: Penny's message
55	Needs planning
56	Landscape planning and education
57	Education that trees everywhere need managing
58	Can more urban working generate <ul style="list-style-type: none">• Understanding• More plantings

3 Innovation

The following table records the reflection and discussion from the tables engaged with the second panel – Innovation is everyone’s job. How do we do it better in forestry? The following key themes were identified as noted by multiple tables.

- Collaboration
- Communication – sharing stories

Innovation is everyone’s job. How do we do it better in forestry?

1	Wine fuels innovation discussion
2	Research <ul style="list-style-type: none"> • Why are not funding more? <ul style="list-style-type: none"> ○ Is it trust? ○ Not knowing what to ask? ○ Too bottom line driven?
3	Lots happening – good stuff going on <ul style="list-style-type: none"> • Getting this out there/making these stories known
4	How do we share these ideas within the sector and more broadly with community?
5	Not often good at promoting ourselves <ul style="list-style-type: none"> • Nervousness especially in Tasmanian given the political history
6	Locals want to buy local and support local industry and innovation
7	Examples (needs communication between industry) <ul style="list-style-type: none"> • Timberlink AI scanning all timber • Norske Skog innovating with fibre
8	Innovation is how we evolve
9	We need to communicate innovation better
10	How does leadership support a culture of innovation <ul style="list-style-type: none"> • Safe space
11	Challenge of collaboration versus competition
12	We need to be intentional with investment in innovation – otherwise it’s just an idea <ul style="list-style-type: none"> • Time and resources • Culture
13	We need to value innovation <ul style="list-style-type: none"> • Boards/leaderships/government
14	From idea to execution <ul style="list-style-type: none"> • Collaborate • Support • BAU • Value
15	Culture in business

Innovation is everyone's job. How do we do it better in forestry?

16	Collaboration/Partnerships e.g. NIFPI, Tree Alliance/PFT, TFFPN
17	Innovative products <ul style="list-style-type: none">• Printable wood (3D printers)• Fibre input• Opportunity for domestic processing in Tasmania?
18	Getting the first follower
19	Are Tasmania timber products stepping up to be those innovative products for the future
20	Communication – are we telling our stories? – Could we do this better?
21	Innovation – a continuum, we are all doing but not always recognising it and communicating it
22	Innovation <ul style="list-style-type: none">• Share our value creation – innovative ideas and projects• Tell our story better/more? Show off and tell• Success breeds success...
23	Competition versus innovation <ul style="list-style-type: none">• Chicken versus egg – knowledge share versus IP?• Diversity of thoughts/engage broadly to problems solve<ul style="list-style-type: none">◦ Collective adj of network
24	Collaboration important, need to continually work better to do better
25	Innovation drive competitiveness
26	Innovation can be at any scale and level
27	Industry already doing it, needs to work on communicating achievements
28	Ideas can come from outside industry and Tasmania
29	Culture to enable innovation very important
30	Providing TIME and BUDGET crucial
31	Need to tell the story about innovation in the industry <ul style="list-style-type: none">• The sector is innovative - it is ahead of the curve!
32	Question – what is the culture/leadership that allows innovation
33	Spectrum of innovation is extraordinary
34	We all have the potential to innovate – we can develop the skills and apply the models
35	Lack of investment <ul style="list-style-type: none">• R & D – nationally compared with OECD
36	Opportunity for value added manufacturing
37	Skills investment in everybody for innovation – also following and acceptance of change
38	Specialisation of product for different markets needed
39	Refresh older skills don't lose good innovations of the past

Innovation is everyone's job. How do we do it better in forestry?

40	Multiuse Circular & innovative – tracking & thinking
41	Innovation is open communication
42	Timber use in design
43	More information doesn't help shape the world <ul style="list-style-type: none">• It's how you use that information• If you measure what matters and introduce an accountability/purpose/reason.
44	Recognise innovations we already have
45	What are the key questions Forico/Forestry needs to answer right now/for the future? <ul style="list-style-type: none">• Are we asking them of all the industry/our workforce and beyond to get the best diversity and therefore innovation to solve them?
46	People – creating a culture of innovation and implementing it
47	Sharing innovation
48	Collaboration so important
49	Investing in skills
50	Innovation is a priority
51	Telling and selling our story
52	Communicating innovation to external parties
53	Accessing mainstream media/ social media
54	Brand Tasmania
55	Get heads above the trenches – Be proud
56	Connecting innovation to industry - Uni Collaboration – NIFPI
57	Identification of first followers
58	Collaboration increased
59	Take risk on
60	Construction in the right space
61	Capturing ideas across organisations <ul style="list-style-type: none">• What are the mechanisms
62	Examples of failing fast?

4 Investment

The following table records the reflection and discussion from the tables engaged with the third panel – Why invest in the Tasmanian forest sector? The following key themes were identified as noted by multiple tables.

- Demand
- Carbon

Why invest in the Tasmanian forest sector?

1	Time is now <ul style="list-style-type: none"> • Before concrete and steel become green
2	Targeting fibre products towards timber and grow other fibre for paper/cardboard
3	Capture all value chain for best product
4	How do we drive investment?
5	What can policy setting do – we need to encourage further investment
6	What are the blockers to investments within the timber within the timber industry within Tasmania?
7	Opportunity – celebrate wood
8	Demand is there
9	Carbon/nature based markets – game changer
10	Buyers want to know and understand provenance/chain of custody/brand
11	Nothing happens if there is no profit
12	Cost differential won't have to move much to push demand
13	Many suggestions are short term, not about the tree
14	Carbon is extra benefit, not key investment driver
15	We plant a tree because we need more wood
16	\$2B deficit and supply/volume deficit
17	Fair return for growers = profit
18	Market recognition of full value of timber
19	Resource availability
20	Durability properties
21	Remain competitive globally
22	Industry security
23	Natural values
24	Morally need to produce own timber
25	The will to invest, downstream and processing
26	Scale of demand

Why invest in the Tasmanian forest sector?

27	Brand building <ul style="list-style-type: none">• Quality• Unique story• Differentiate ourselves and climate positive state
28	Wood buildings are awesome
29	'Premium' cost is a competitive advantage
30	But what is the true cost <ul style="list-style-type: none">• Traditional versus wood construction
31	Natural attributes and brand
32	Value add
33	Creating (the demand - end use) – drives the value – plant and growth
34	Communicate <ul style="list-style-type: none">• What role 'we' can play
35	Stop exporting
36	Invest in local markets because we know our products
37	Encourage more investment in soft wood
38	Improve knowledge in building industry re: hard wood = marketing
39	More long-rotation soft wood needs to be planted
40	Carbon credits
41	Connection
42	Artisan to industrial
43	More local investment /production
44	Local/state regulations and control on tree management <ul style="list-style-type: none">• Is it pitched at the right scale
45	Importance of the story – it has value
46	LT/GLT challenges around supply

5 People

The following table records the reflection and discussion from the tables engaged with the fourth panel – Without people, we don't have an industry. How do we attract and retain the right workforce for the future? The following key themes were identified as noted by multiple tables.

- Promoting/attracting/retaining industry to a younger demographic
- Psychological safety
- Purpose and values

Without people, we don't have an industry. How do we attract and retain the right workforce for the future?

1	Job → career
2	Safety improvements need to be communicated
3	Psychological safety – diversity
4	Support for contractor organisations to capture purpose/value stories and communicate to workers
5	Provide on the job training with clear direction, a realistic wage and full time employment not part-time and casual/contract
6	Create the opportunity for this
7	Have mentors/mentees
8	Promote Forestry in schools etc
9	Traineeships/Apprenticeships
10	Improve Forestry story to attract young people
11	Clarity and certainty/stability/relevance for the industry is needed to attract and retain <ul style="list-style-type: none"> • Collaboration versus competition
12	Support and career paths – invest in our people – care about our people <ul style="list-style-type: none"> • Scholarships and traineeships
13	Industry must be attractive <ul style="list-style-type: none"> • Remuneration • Values → purpose = value → How do I add value → where do I fit in our purpose
14	Empathetic leadership
15	Careers not jobs
16	Voice Treaty and Truth <ul style="list-style-type: none"> • Action
17	How do we make it more 'attractive' for younger demographics <ul style="list-style-type: none"> • To inspire/excite
18	How does the industry increase value proposition
19	Selling Forestry to young audience
20	FEF into schools early

Without people, we don't have an industry. How do we attract and retain the right workforce for the future?

21	Financial incentive versus other industries
22	Feel valued, proud and secure
23	Work life balance
24	Social/environmental balance
25	Work/social interaction 'second family'
26	Retaining young people
27	Don't poach <ul style="list-style-type: none">• Attracts and train new talent• Fresh out of school
28	The importance of employees feeling valued
29	Purpose driven organisation will help attract ideal workforce
30	Wellbeing at work, psycho-safety of employees so important
31	People strategy
32	Inclusion in business strategy and goals
33	Culture extremely important
34	Soft skills of leaders (emotional intelligence, empathy)
35	Social and environmental benefits obvious to younger employees
36	People don't just want jobs they want careers <ul style="list-style-type: none">• How do they fit into the big picture
37	What is the social benefit? Need to communicate this
38	Diversity action - Plans need to follow through action
39	Importance of meaningful contribution
40	Hearing the voice of younger generation
41	Barriers for younger workers in industry
42	Grow and promote our purpose and vision <ul style="list-style-type: none">• Tell an employment story that attracts talent



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