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COVER STORY P2



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# Ultimate Renewable a strategic re-framing of the forestry sector

JIM BOWDEN

FOREST and Wood Products Australia hosted the third leg of its nation-wide launch of the industry's Ultimate Renewable brand in Brisbane this week.

After events last week in Melbourne and Sydney, the promotion continues in Hobart (June 13), Perth (June 25) and Adelaide (June 26).

Guiding presentations throughout the promotion, FWPA's managing director Ric Sinclair and national marketing and communications manager Eileen Newbury welcomed stakeholders from a wide cross-section of industry and allied associations.

The 'Ultimate Renewable' embraces both a strategic re-framing of the forestry sector as well as an organising idea to galvanise the entire industry.

**“ORGANISED IDEA TO GALVANISE THE INDUSTRY”**



*At the Ultimate Renewable brand launch in Brisbane... Phil Little, sustainable residential house builder, Brisbane, Andrew Knox, Pollinate, Beth Welden, program manager for FWPA's ForestLearning, and Ric Sinclair, managing director, FWPA.*

“It was not simply thought up by a bunch of foresters; it was based on a thorough analysis of the existing forestry situation in Australia and then developed from successive rounds of collaboration and co-design, both with industry and stakeholders as well as consumers, across five states,” said Andrew Knox, account director at Sydney-based strategic research consultancy Pollinate.

The consultancy was commissioned by FWPA to review all of its past

research – some 36 projects across almost every aspect of forestry from consumer and specifier tracking to decking, cladding, composite products, engineered wood products, coatings, certification and biophilia research.

“We also reviewed hundreds of media articles and identified whether there were indeed pervasive negative messages,” Mr Knox said.

Addressing the Brisbane launch at the Treasury Hotel on Monday, Mr Knox said:

“The results were very clear. Forestry was not so much defined by negativity. Media coverage of forestry was defined by negativity. Most people had little knowledge of forestry and the majority of people were actually benignly supportive of forestry.”

• **More photos and extracts of Andrew Knox's presentation, Page 10, 11.**

*On the cover: At the Brisbane launch of Wood. The Ultimate Renewable... Eileen Newbury, FWPA national marketing and communications manager (right) with FWPA directors Katie Fowden and Brian Farmer.*



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# Timber answer to energy bills and carbon footprint

A LEADING timber expert is calling for a national code change to tackle rising energy bills and make a dent in reducing Australia's carbon footprint.

Timberlink Australia's management executive, innovation and emerging business Duncan Mayes, says Australia's building practices need to step up to international standards and become more energy efficient.

He believes timber is a big part of the answer.

The widespread use of aluminium window and door frames, when compared to wood, is ineffective in keeping the heat out of buildings in summer. Aluminium generates additional heating, and energy is used unnecessarily to keep buildings cool – adding dollars to a consumers' energy bill and bumping up a building's carbon footprint.

"We need to make sure we build to accommodate the environment and climate," Mr Mayes said.

"In Australia we'd be looking at designing to keep the heat out in the hot summers and the cold out in the winters, which requires multi-functional layers and structures.

The methods of construction in Australia, as compared to Europe for instance, are not always conducive to high-performance and energy efficiency."

Ahead of his presentation 'Wood – Sustainable Solution to Tackle Global Challenges' at the Timber Offsite Construction Conference in Melbourne on June 17, Mr Mayes proposes thermal conductivity of windows and



**Duncan Mayes... building must accommodate the environment and climate.**

door frames should be the focus of the next code change, making it more difficult to build using aluminium.

"Encouraging the use of timber will help to ensure optimal conditions are maintained within buildings, increasing the building's energy efficiency and creating an environment that is better suited to maintaining internal temperature, air flow and air-tightness."

**“FRAME FOCUS ON INDUSTRY'S FUTURE**

He added: "A note-worthy approach is the combination of internal timber and high-thermal mass materials, such as concrete or stones, fitted externally to slow the transfer of external heat."



**Thermal conductivity of windows and door frames should be the focus of the next code change.**

Duncan Mayes has more than 20 years' business experience in the forest products industry with the majority of time spent in the wood products area focusing on construction and related industries.

He has worked in a wide variety of functions including sales and marketing, production operations, distribution, new product development and R&D and innovation management.

Originally from the UK, Mr Mayes has worked previously in Britain and Sweden. Before joining Timberlink Australia he was based at Stora Enso's corporate HQ in Helsinki, Finland.

Conference director Kevin Ezard said the event had a strong focus on the industry's future.

"We've assembled the world's leading experts, along with highly respected local specialists, to provide an overview on the global development and innovation required for timber and offsite construction." Mr Ezard said.

The Timber Offsite Construction Conference and Exhibition will be held over June 17 and 18 at Melbourne's Crown Promenade.

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# Industry applauds Queen's Honours award to inaugural FWPA chairman

## Ron Adams, AM: a career devoted to the forestry and wood sector

THE inaugural chair of Forest and Wood Products Australia Ron Adams has been recognised by the Order of Australia on the Queen's Birthday 2019 Honours List for his career-long contribution to the forestry and wood sector as well as the community.

Under his leadership and commitment to the sector, FWPA is now one of the most respected contributors across all sectors of the industry.

From starting as a trainee cadet with Bunnings Forest Products to his retirement, Ron's legacy has centred on advancing the Australian forestry and wood industry and effectively engaging



*Worthy honour... Order of Australia recipient Ron Adams with his ever-supportive wife Sue.*

with the broader public, governments and education and research communities.

Chair of FWPA John Simon congratulated Ron for the Order of Australia recognition, as well as his many positive

contributions to the industry.

"Everyone at FWPA has benefitted from Ron's leadership when the organisation was first established," Mr Simon said.

"All of us who have worked beside Ron can confirm he's a man of the utmost integrity, is passionate about the success of our timber industry and he has an excellent strategic mind.

**"PASSIONATE ABOUT THE SUCCESS OF INDUSTRY"**

"Under Ron's leadership, FWPA achieved amazing results in R&D investment, a successful partnership with Planet Ark and the trans-Tasman research that led to mill production improvements, not to mention a significant increase in community acceptance of the environmental benefits of wood products."

The creation of the WoodSolutions website was also achieved during Ron's term as director, which now receives over two million visits a year.

In addition, Ron was a trustee of the Gottstein Trust and contributed immensely to the forestry and wood industry as board member of other organisations including the Australian Forest Products Association and the Forest Industry Advisory Council.

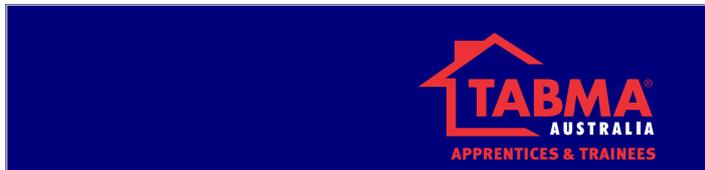
Managing Director of FWPA Ric Sinclair said Ron was widely respected in the Australian forestry and wood sector for his leadership and personal devotion.

"Having known Ron since the early 90s, I have seen first-hand how his thoughtfulness, inclusive style and wide experience have made him a valuable contributor to all industry forums," he said.

Ron Adams had been employed continuously in the Australian forest and wood products industry for 49 years up to his retirement in August 2017. For 13 years he was managing director of Wespine Industries, a West Australian-based softwood sawmilling company, a joint venture between Wesfarmers and Fletcher Building.

He was managing director of SOTICO (formerly Bunnings Forest Products) for 10 years, having been with Bunnings for 35 years and his father before him for 30 years.

Mr Adams graduated with an Associateship in Mechanical Engineering in 1972, is a 1988 graduate of the Australian Graduate School of Management's development program for managers and a 1996 graduate of the Harvard Business School's international senior management program.



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# Paul's dedication to sustainable redgum industry earns an OAM

MORE than three decades of committed service to the sustainable timber industry has been rewarded with Koondrook, Vic, sawmill manager Paul Madden recognised in the Queen's Birthday Honours.

A philosophy of keeping busy – “I've got plenty of things to do” – along with a passion for his job at the historic Arbuthnot river redgum sawmill on the Murray River, 300 km northwest of Melbourne, and a commitment to the local community earned Mr Madden an Order of Australia Medal (OAM).

**“LONG SERVICE TO TIMBER INDUSTRY”**

Mr Madden started at the mill in the 1980s, initially as a trainee manager, having moved from Bendigo to Murrabit with wife Lyn in the late 1970s. He has been managing director and company secretary since 1984 and chairman of the



**Paul Madden... a passion for sawmilling.** Photo: Gannawarra Times

board of directors since 2010.

The sawmill business prides itself on sustainable ongoing harvesting of redgum timber (*Eucalyptus camaldulensis*) from district forests in both Victoria and New South Wales.

Arbuthnot Sawmills is a family company established on its present site in Koondrook, by Alexander (Sandy) in 1889. His enterprises included building paddleboats and barges for the busy river trade along the Murray River. The 'Alexander Arbuthnot' paddleboat, built in 1923 in Koondrook, is



**River redgum (*Eucalyptus camaldulensis*).**

still in service as a tourist attraction at the Port of Echuca.

At its peak the business employed 200 men –

sawmillers, ship builders and timber getters.

Today the mill employs 15 full-time employees, plus six harvesting contractors who work in both Victoria and NSW.

In 1994, the mill added a kiln drying plant to value add to the redgum timber resource.

Mr Madden has had a long association with the timber industry. He has been a director of FPA and Timber NSW since 2011, a redgum industry representative on the Victorian Association of Forest Industries since 1989, secretary of Timber Communities Australia 1990-2004 and president of Redgum Forest to Furniture Group, 1998-2008.

Mr Madden was a participant in the New South Wales National Resource Commission Inquiry, 2004-2009, the Victorian Environmental Assessment Council Redgum Forest Study, 2004-2009 and was also a member of the Mid-Murray Forest Management Plan, 1990-2000.

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# Dedication to resource management earns Michelle public service medal

A DEDICATED resource analyst who delivered the government's national forests industry plan for the future – 'Growing a Better Australia: A Billion Trees for Jobs and Growth', the first national forest statement since 1992, has been recognised with a Public Service Medal in the Queen's Birthday Honours.

Michelle Lauder, assistant secretary, forestry branch, Department of Agriculture, was awarded the PSM for her outstanding public service to natural resource management and forest policy development and implementation.

She delivered the forest industry plan last year, supported by a program fund that promotes research and

innovation as the key to productive, profitable and sustainable forest industries.

During 2017 and 2018, Ms Lauder led reviews of Australia's regional forestry agreements and had extensions agreed to the Tasmanian and NSW agreements. These agreements, developed in conjunction with the relevant states and the Department



**Michelle Lauder... practical policies for sustainable use of natural resources.**

design and deliver practical solutions that work for the community and work for industry make her an outstanding public servant who has, over a number of years, developed and delivered practical policies for sustainable use and management of natural resources with enduring benefits for industry, regional communities and the environment.

She has worked diligently to build community participation in natural resources management and to develop networks between sectors and interest groups with different objectives.

Her career in the government has included: A/first assistant secretary, Department of Agriculture and Water Resources (2015-16); assistant secretary, water infrastructure (2014-15); biosecurity policy (2013-14); and natural resource management (2007-13).

of the Environment and Energy, are plans for the sustainable management and conservation of Australia's native forests.

Ms Lauder's dedication, skill, knowledge and ability to

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## New CEO for key NZ building industry body

BUILDING on the increased demand for prefabricated buildings, PrefabNZ has announced a new chief executive.

Scott Fisher joins this thriving member organisation from Retail NZ where he was CEO for the past three years. He takes over the reins from outgoing chief executive Pamela Bell.

Mr Fisher works collaboratively with stakeholders and has a strong

commercial focus to ensure that businesses are effective and sustainable with a long-term focus for the benefit of the respective industry and New Zealand society as a whole.

Both Scott and Pamela will be at the upcoming tradeshow BuildNZ from June 23 to 25 in Auckland. Pam will also be speaking at the KiwiBuild Summit on June 23, PrefabNZ's AGM will also be take place in Auckland on June 25.

**JUNE**

**17-18: Frame Australia**  
 – Crown Promenade Melbourne, Australia. A dedicated conference and exhibition will allow delegates to fully understand the exciting developments in the Timber Offsite Construction space. The conference will feature prominent local and global experts, with topics exclusively devoted to timber and mass wood building construction. It will be the only event that will enable delegates to appreciate the world-wide transformation that is taking place and how building costs are being lowered. At the Frame Australia exhibition, booth sizes will be larger at no extra cost, with booths two to three times the previous floor area without any change in pricing from 2018. Visit [www.frameaustralia.com](http://www.frameaustralia.com)

**19: AFPA board meeting and members' dinner** – Canberra. 6pm.

**20: AFPA members' forum and chamber meetings** –

Canberra, Australia.

**JULY**

**10-12: 5th Pacific Timber Engineering Conference (PTEC 2019)** – Brisbane Convention and Exhibition Centre, Merivale and Glenelg streets, South Brisbane, Australia. A forum for both young and experienced academics, practitioners, researchers, and research students in the Asia-Pacific region and elsewhere in the world to share the latest developments in research and application of timber in construction. What the industry is achieving using timber in construction will also be showcased. The conference will bring a more practitioner focus that will complement the World Conference on Timber Engineering (WCTE) in 2020. Call for abstracts. Inquiries to conference secretariat, School of Civil Engineering, The University of Queensland. Tel: +61 7 344 31360. Email: [ptec2019@civil.uq.edu.au](mailto:ptec2019@civil.uq.edu.au) Visit [www.civil.uq.edu.au/ptec-2019](http://www.civil.uq.edu.au/ptec-2019)

**22-23: 2019 DANA Australian Forest Industry Conference and Field Trip** – Pullman King Georges Square, Brisbane, Australia. To include one and a half day conference on Monday July 22 and the morning of Tuesday July 23 with 20 international and Australasian speakers confirmed, to be followed by half day field trip on the afternoon of July 23. For further information and to register see: [www.danaevents.co.nz/2019brisbane](http://www.danaevents.co.nz/2019brisbane)

**OCTOBER**

**18: 2019 TABMA National Awards Dinner** – Doltone House, Hyde Park, Sydney, Australia. Hosted by TABMA Australiaw, 6:30 - 11:30 pm. Dress formal.

**The 20th Australian Timber Design Awards presentation dinner** – Melbourne, Australia. Entries open February 11 and close June 28. Peoples' Choice voting August to September. Sponsorship options available. Contact 0420 232 253 or email [inbox@](mailto:inbox@)

[timberdesignawards.com.au](http://timberdesignawards.com.au)  
**26: 2019 Queensland Timber Industry Gala Evening** (Casino Night) – The Tote Room, Eagle Farm Racecourse, Ascot, QLD Australia. 6:30pm. Hosted by TABMA Queensland. For bookings contact (07) 3456 7065. Mob: 0418 449 031. Email: [Alicia@tabma.com.au](mailto:Alicia@tabma.com.au) [tabma.com.au](http://tabma.com.au) Visit: [www.tabma.com.au](http://www.tabma.com.au)

**NOVEMBER**

**1: Green Triangle Timber Industry Awards 2019** – Mt Gambier, South Australia, Australia. The second GTTIA forestry awards for the region will recognise and celebrate outstanding foresters, companies, service providers and forest managers. Nominations open June 17 and close August 16. Gala dinner November 1. Further information and sponsorship opportunities visit [www.gttia.com](http://www.gttia.com) or contact Prue Younger +64 21 2765 484. Email: [prue@publicimpressions.co.nz](mailto:prue@publicimpressions.co.nz)



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**JUNE**

**16-21: 2019 DANA Ecuador Forestry and Agri-/Aqua-business Investment Tour**

– *Ecuador*. This event will introduce potential investors to the forestry and agri- and aqua- business; as well as the commercial, financial, political, and economical aspects of investments in Ecuador. Included will be field visits to operating forests, manufacturing, and processing of wood products, and selected agri- and aqua- export oriented operations. For further information and to register see: [www.danaevents.co.nz/2019ecuador/](http://www.danaevents.co.nz/2019ecuador/)

**18-19: Family Forest Business Conference 2019 – The Resort at Squaw Creek, Lake Tahoe Olympic Valley, California, USA.** Conference will also include a taxation workshop and issues affecting forestland investments. For additional information see: [www.flaconference.com](http://www.flaconference.com)

**JULY**

**8-18: IUFRO Small-scale Forestry Conference – Lake Superior in Duluth, Minnesota, USA.** Presentations and field sessions will explore a mix of family-owned, tribal, industrial, and public ownerships with a focus on small-scale forest

management. For further information see: [www.iufrossf.umn.edu/](http://www.iufrossf.umn.edu/)

**SEPTEMBER**

**16-17: ICATEA 2019: 21st International Conference on Advanced Timber Engineering and Applications – Zurich, Switzerland.** The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of advanced timber engineering and applications. For further information see: [www.waset.org/conference/2019/09/zurich/ICATEA](http://www.waset.org/conference/2019/09/zurich/ICATEA)

**17-18: NordGen Forest Conference 2019: Future Forest Health – Early detection and mitigation of invasive pests and diseases in Nordic forests – Hotel Örk, Hveragerði, South Iceland.** Conference will focus on threats posed to Nordic forestry and forest plant production by invasive pest species. For further information contact: [forest@nordgen.org](mailto:forest@nordgen.org)

**SEPT/OCT**

**30 SEPT-4 OCT: Second World Congress on Mid- and High-rise Wood Buildings Woodrise 2019 – Québec**

*City Convention Centre, Québec City, Canada.* Theme: Building our cities for future generations jointly organized by FPInnovations (Canada) and Institut technologique FCBA (France) will bring together wood construction stakeholders, decision-makers, and professionals to share their knowledge and strengths in order to position wood as a leading construction material for tomorrow's sustainable cities. For further information: Ann Cantin, Director, Communications and Marketing, Québec City Convention Centre, [acantin@convention.qc.ca](mailto:acantin@convention.qc.ca), 418 564-1312; Marjolaine Dugas, Director of Communications, FPInnovations, [marjolaine.dugas@fpinnovations.ca](mailto:marjolaine.dugas@fpinnovations.ca), 514 782-4595

**29 SEPT-25 OCT: XXV IUFRO World Congress – Curitiba, Brazil.** For further information see: [www.iufro2019.com](http://www.iufro2019.com)

**OCTOBER**

**6-9: 52nd International Symposium on Forestry Mechanization (FORMEC) and 42nd Council on Forest Engineering (COFE) Annual Meeting – Sopron, Hungary.** For further information see: [www.formec2019.com](http://www.formec2019.com)

**8-10: Timber Expo Birmingham –**

*Birmingham, UK.* Annual trade show covering a breadth of timber applications from timber frame, sawmills, merchants, glulam, SIPs, CLT, fixings and fastenings, timber cladding, doors/windows, mouldings, skirtings and flooring. For further information contact: +44 (0)7956 173351 or [www.timber-expo.co.uk](http://www.timber-expo.co.uk)

**NOVEMBER**

**19-21: Malaysian Wood Expo 2019 – Putra World Trade Centre, Kuala Lumpur.** Email: [info@malaysianwoodexpo.com.my](mailto:info@malaysianwoodexpo.com.my) or visit [www.malaysianwoodexpo.com.my](http://www.malaysianwoodexpo.com.my)

**APRIL 2020**

**3-5: FORESTlive, Forestry trade fair – Offenburg, Germany.** Leading fair covering forestry technology, wood energy and biomass for decision makers in the forestry and agriculture, construction and municipal economy, timber crafts and energy industry. For further information contact: +49 (0)781 922604 or [www.messeoffenburg.de](http://www.messeoffenburg.de)

• Please send any events listings to John Halkett via email: [johnh@timberandforestrynews.com](mailto:johnh@timberandforestrynews.com)

**Ultimately, it's all about the Ultimate Renewable**



1/ Celebrating the Ultimate Renewable launch in Sydney... Matt de Jongh, Department of Agriculture, Eileen Newbury, FWPA, and John Simon, Chairman, FWPA chairman.  
 2/ Talking the Ultimate Renewable in Brisbane... Sarah Porter, Timber Queensland, Jason Ross, Responsible Wood, and Fiona Luckey, national specification manager, Dindas.  
 3/ Enjoying the launch of The Ultimate Renewable in Brisbane... Sarah Porter, communications officer, Timber Queensland, Beth Welden, program manager for FWPA's ForestLearning, Simon Dorries, CEO, Responsible Wood, Clair Borg, communications officer, EWPAA, and Jeff Stratford, Pryda's business manager – offsite.

# New minister on the ball with forestry

"THE minister has taken forestry's ball and is running with it."

AFPA CEO Ross Hampton was commenting on his meeting this week with Jonathon Duniam in the senator's Hobart office.

"As the new Assistant Minister for Forestry with less than four weeks in office, Senator Duniam is well across industry issues and the government's commitments to forestry," Mr Hampton said.

The visit enabled Mr Hampton and the senator to run through the AFPA board's agenda, which includes the \$500 million plantation development concessional loans scheme, forest industry hubs and the already-packaged National Forest Industries Plan.



*On the same path... AFPA CEO Ross Hampton presents Senator Duniam with an 'I support our sustainable forest industries' pin following the briefing in Hobart.*

"We were impressed with his understanding of the industry and its drive for growth," Mr Hampton said.

"We are delighted Mr Duniam is on the same path to an assured forest industry future as his worthy predecessor the hard-working Senator Richard Colbeck."

Meanwhile, against background reports in New Zealand that pastoralists fear the government's one billion trees program could strip

away valuable farming lands, Mr Hampton said forestry in Australia had encouraged an integrated approach on 'tree farms' and had developed an amicable relationship with the farming community working with the National Farmers Federation as a commodity member.

NZ Regional Economic Development Minister Shane Jones said he didn't buy into "exaggerated claims" by farmer groups that the billion

tree strategy was destroying regional economies.

"We are in the business of allocating \$120 million for purposes of forestry grants targeted primarily on land which is erodible, on red zone on orange zone land for want of a better expression," he said.

Senator Jonathon Duniam will be introduced to the forest industry at a special 'sold-out' future leaders dinner at Old Parliament House in Canberra on June 19 from 6 pm to 10 pm, hosted by AFPA in conjunction with FWPA.

Tickets are \$180 pp (ex gst) or \$1620 for a table of 10. Give it a go for a late dinner seat. Contact AFPA on (02) 6285 3833 or visit [www.ausfpa.com.au](http://www.ausfpa.com.au)

– JIM BOWDEN

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# Bright future indeed for ultimate renewables: wood and the forests

Extracts of a presentation to The Ultimate Renewable launch in Brisbane by ANDREW KNOX of Pollinate

THEY say success has many mothers and 'The Ultimate Renewable' is certainly no orphan!

FWPA, the federal Department of Agriculture's forestry branch, VicForests, Forest Corporation of NSW and OneFortyOne Plantations all collaborated on the development of a way to positively re-frame public perceptions of forestry.

The original goal set for Pollinate and this research was simple: could forestry be accepted as a positive force? Could forestry be an industry that is held in high regard for a range of benefits to society, to the environment as well as to the economy? Could forestry be seen as a force for positive environmental outcomes?

While Australia and the world increasingly demand alternatives to the carbon



**Celebrating the Sydney launch of The Ultimate Renewable... the architect behind the brand Howard Parry-Husbands, chief executive of Pollinate, with Jack Gough, Nature Conservation Council, and Ben Wright, Pollinate.**

was positioned as an extractive industry such as mining not a regenerative sustainable activity such as farming. And furthermore, people took wood and paper products for granted even though they were increasingly searching for alternatives to plastic and other polluting or unsustainable materials.

From this work Pollinate developed a series of new narratives for forestry – ways to disrupt these conventions of conflict and make people think about forestry differently, think about forestry in terms of its broad range of benefits, beyond the singular act of harvesting. These 12 messages formed the basis of many rounds of interactive co-creation in Sydney, Melbourne, Hobart, South Australia and Perth.

intensive and plastic-infested commodity chain, the only renewable material alternative to concrete, steel and plastics is being held back by the apparent negative perceptions of the supply side of the equation: the narrow and negative perception that forestry is logging.

The mainstream media and pretty much all other media were concerned about the negative impacts of forestry on the environment. And no one was talking about technology or innovation at all.

The evidence showed that there was a near complete absence of evidence that foresters replanted the trees that were harvested. The media simply did not show baby trees, nurseries and replanting; forestry

**“SERIES OF NEW NARRATIVES FOR FORESTRY”**

Cont P 11



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From P 10

Consumers across a broad spectrum of views and opinions were tasked with identifying the one new message that most credibly changed perceptions from 'negative' to 'positive'.

Technology and a 'smart' industry was an early favourite – demonstrating the public's desire to hear about an industry that was using high-tech machinery and developing innovative new products to meet growing demand for wood products.

**“ IMPORTANT LEARNING FROM THE JOURNEY**

Health and wellbeing messages, aligned to the emerging field of 'biophilia' or natural design and its demonstrated health benefits was also well received.

We tested this renewable message further with different prefixes: the 'original' renewable, the 'other' renewable but consistently one new frame emerged: 'Wood: The Ultimate Renewable'. And it worked just as well for forestry production ('growing the ultimate renewable') as for timber processing ('making the ultimate



renewable') as for wood and paper products ('made from the ultimate renewable').

But perhaps the most important learning from this journey is the ability to transform the forest conflict. Almost everybody across all of the research arrived at the same realisation: that forestry was a renewable industry. The basis of the forest wars – at least in the public's mind – is ignorance of replanting and a concern that forestry practices are somehow damaging to the environment.

People in the research noted that the forestry sector must now demonstrate a tangible change on the ground: we need the public to experience a perception of change, not just a change in perception.

But if the industry can expand, if it can innovate, if it can demonstrate the role it plays in transitioning from unsustainable, polluting materials to a world built on renewable resources then

the future is very bright indeed for the ultimate renewable.

*1/ Female forestry force at the Sydney Ultimate Renewable launch... Joanne Bodley, Forestry Corporation NSW, Anne Brook, NSW Department of Primary Industries, and Trudy Glasgow, NSW Department of Primary Industries, Forestry.*

*2/ At the Brisbane launch... Peter Schiller with Hyne Timber representatives Katie Fowden, manager strategic relations, and Robert Mansell, business development manager.*

*3/ Talking the ultimate renewable in Brisbane... Professor Jeffrey Morrell, director, National Centre for Timber Durability and Design, University of the Sunshine Coast, Patricia Morrell, and Alicia Oelkers, state manager, TABMA Australia.*

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# MALAYSIAN WOOD EXPO 2019

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# Trans-Tasman sessions at DANA event

ALL keynote speakers are in place for DANA's innovative forest industry conference in Brisbane on July 22 and 23.

DANA director Dennis Neilson promises a busy, educational and informative event – a 1½-day conference and a half-day field trip.

The first of two trans-Tasman panels include Tom Boon, CEO Taranaki Pine, speaking on the new Woodspan PLT Panels; Leon Quinn, national sales and marketing manager, Tilling Group, presenting on the new 'Metsä Wood, Kerto-RIPA wood system; and Jeff Fairchild, business development manager, Britton Timbers, on the company's Accoya wood product range, suitable for outdoor uses such as external cladding and boardwalks.



Tom Boon



Leon Quinn



Chris Moysey



Simon Dorries



Jim Bowden

The second trans-Tasman panel has Stuart Oehlich, director of Pocket Solutions NZ, and Chris Moysey, MD of TimberSmart Australia, speaking on innovative solutions offered by industry support service providers.

Other speakers include Adan Taylor, chair of the Australian Forest Contractors Association (innovations in harvesting and transportation equipment and systems); Dominic Kain, research scientist with Hancock

Queensland Plantations (innovations: hybrid forest genetics technology for Caribbean pine); and Simon Dorries, CEO, Responsible Wood (innovations in certification and the new trans-Tasman AS / NZS 4708 Sustainable Forest Management standard).

On Monday evening, July 22, Jim Bowden, managing editor of Timber&Forestry enews, will present on innovation in the media – fact or fiction?

On Tuesday, July 23, delegates can visit the QCE-Midway export woodchip storage and loading terminal at Fisherman's Wharf at the Port of Brisbane. Woodchips collected from plantation forests in SE Queensland and northern NSW are shipped from this terminal to several pulp companies in Japan and China.

To register go to [www.danaevents.co.nz/2019brisbane](http://www.danaevents.co.nz/2019brisbane)

## Pacific Timber Engineering Conference (PTEC 2019)

10–12 July 2019

Brisbane | Queensland | Australia

Join some of the world's biggest names in timber construction who will gather in Brisbane in July.

Participants from more than 10 countries including New Zealand, the UK, USA, Canada, China, Finland, Chile, Japan and South Korea will join a large Australian contingent at the conference. PTEC 2019 aims to not only bring new information in the field to participants, but to foster a sense of common cause between different parts of the timber construction industry, from engineers and manufacturers to designers and builders.

## Register now

Registration includes lunch, morning and afternoon refreshments, the Welcome Reception (Wednesday, 10 July 2019) and Banquet Dinner (Thursday, 11 July 2019).

**Registration Closes** Friday, 5 July 2019

**Full Rate** \$850 AUD per person

**Student Rate** \$500 AUD or \$350 AUD per person excluding Banquet Dinner

For more information and to register [civil.uq.edu.au/ptec-2019](http://civil.uq.edu.au/ptec-2019)

**Emeritus Professor Sritawat Kitipornchaiw** The University of Queensland | **Professor Jose Torero** University College London  
**Toby Hodsdon** ARUP | **Professor Frank Lam** University of British Columbia, Canada  
**Anna Charalambous** Lendlease DesignMake | **Professor Minjuan He** Tongji University, China | **Ben Owen** Lendlease Building



# Tags keep tabs on construction timbers

THE advantages of prefabricated timber systems in construction have been boosted by research on radio-frequency identification (RFID) tracking technology to improve on-site processes.

The latest podcast episode of WoodChat focuses on research funded by Forest and Wood Products Australia, which has been testing the value proposition associated with attaching small, computerised tags to timber construction elements manufactured off-site.

By utilising tags on CLT panels, wall frames and

flooring systems, real-time data about each component can be easily stored and accessed. Such information might include details of properties, records of repair and maintenance, inspection history and treatments, as well as where the component currently sits in the construction process, and what needs to happen to it next.

Electronic readers can then be used by construction teams to unlock all the information stored, allowing for easy identification and tracking.

Professor of construction management at the University of Technology Sydney Perry Forsythe, who is leading the research, said there was a desire in Australia and worldwide to



**Professor Perry Forsythe... tracking technology to improve on-site construction.**

position timber as a viable solution, not just for one or two storey buildings, but for much larger structures. One of the major points of difference was that timber components could be prefabricated off-site, which brings a whole host of advantages.

“RFID technology can be used to add to the existing advantages of prefabricated timber by enabling improved productivity,” Prof. Forsythe said. “Having immediate information available about each component speeds up on-site processes and improves workflow, ultimately saving time and money.

“There are also advantages around quality assurance, both now and into the future, far beyond construction. As component information can be stored for the lifespan of the building, the eventual owner has complete transparency and visibility. This knowledge will help them manage the ongoing maintenance of their building.”

**“ELECTRONIC READERS UNLOCK INFORMATION”**

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# Forestry sector in a state of nervousness

"THERE'S no doubting the undercurrent of nervousness some are facing in our industry. I said at the start of the year that we were in for another tough year, and that prediction has been to date unfortunately accurate."

In his regular industry message, Tim Johnston, CEO, Victorian Association of Forest Industries, continues:

"There's been nervousness with the delayed Timber Release Plan and what it means for contractors and sawmills without the certainty and security they require to make investments in plant and equipment.

"There's also nervousness around the state government going back into plantation management and what that means for private plantation companies. Forestry deals in



**Uncertainty... delayed Timber Release Plan stifles industry investment.**

Australia and New Zealand over the past 20 years have totalled up to \$18 billion according to a leading industry analyst, and the direct economic contribution of hardwood plantation and pulpwood production to the state economy over the past 11 years has multiplied by 14, from \$21 million a year in 2006-7 to \$302 million

in 2016-17.

And there's nervousness that the Victorian government does not have a long-term industry plan. Inaction will cause devastation to the businesses, communities and families which rely on our industry."

Mr Johnston said a long-term plan would allow growers, contractors,

processors and manufacturers right across the supply chain the time to evaluate, plan and secure their futures.

"VAFI continues to call on government to work with industry to realise this plan," he said.

Meanwhile, the VAFI team is contacting past and new sponsors for the industry dinner in November.

"The night is one of celebration," said Mr Johnston. "And more importantly, a night to come together and connect with friends in the fabulous industry we are all a part of."

Sponsors to date include Australian Paper (gold sponsor), VicForests (bronze sponsor), PF Olsen Australia and Paragon Media.

Inquiries and bookings to Jillian Roscoe at [info@vafi.org.au](mailto:info@vafi.org.au)



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[www.frameaustralia.com](http://www.frameaustralia.com)

## Timber Offsite Construction

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# A timber adored around the world, jarrah is quintessentially Australian

FROM the Nyangar language quintessentially Australian jarrah (*Eucalyptus marginate*) trees are native to Western Australia and well adapted to the harsh and dry conditions in that state.

Jarrah is a long-lived majestic tree at least 500 years and up to a 1000 years or more and easily 40 m tall with a trunk 2 m across and rough, very dark brown bark.

In pre-colonial times, there were millions of hectares of jarrah forest on the leached soils of what is now called the Darling Plateau in Western Australia's southwest. Fragment miniature flowers cover the tree in clusters of 10 or so, attracting bees, which make a distinctively malty, caramel-flavoured honey from its nectar.

Jarrah is the linchpin of an important and complex forest ecosystem, home to distinctive Australian marsupials – the numbat, potoroos, quolls and the quenda.

Colonists quickly saw the value in the rich red jarrah wood, which is immensely

**“LINCHPIN OF AN IMPORTANT AND COMPLEX ECOSYSTEM**



strong and resistant to rot, insects, wind and water. It was eagerly taken up for shipbuilding and harbour pilings. When convicts arrived en masse in Western Australia from 1850, the flood of cheap labour meant that jarrah could be exported across the British Empire to feed an expanding appetite for railway sleepers and other durable infrastructure, such as telegraph poles, wharves, and industrial construction. A

- 1/ Jarrah trees... the linchpin of an important and complex Western Australia forest ecosystem.
- 2/ Upmarket... rich, red jarrah stairs.

1897, despite the shipping costs and distance, some 30 km of London's busiest and swankiest streets had been clad in millions and millions of blocks of jarrah timber imported from Western Australia.

In 1900, Australia jarrah was being sold in England for less than vastly inferior timber brought from nearby Sweden. It was a lucrative, but unsustainable business.

Despite the rapid forest loss it wasn't until the end of World War I that laws were introduced to more sensibly manage the remaining jarrah forest. Even when asphalt replaced wooden paving blocks soon afterwards, the demand for jarrah timber for construction work continued to be strong.

Today, jarrah timber maintains its reputation as one of the world's most recognised and renowned hardwoods. While construction applications remain, it is now more commonly used in decorative applications such as flooring and furniture making.

For more Talking Trees stories see [www.talkingtrees.com.au](http://www.talkingtrees.com.au)

## TALKING TREES



With **JOHN HALKETT**

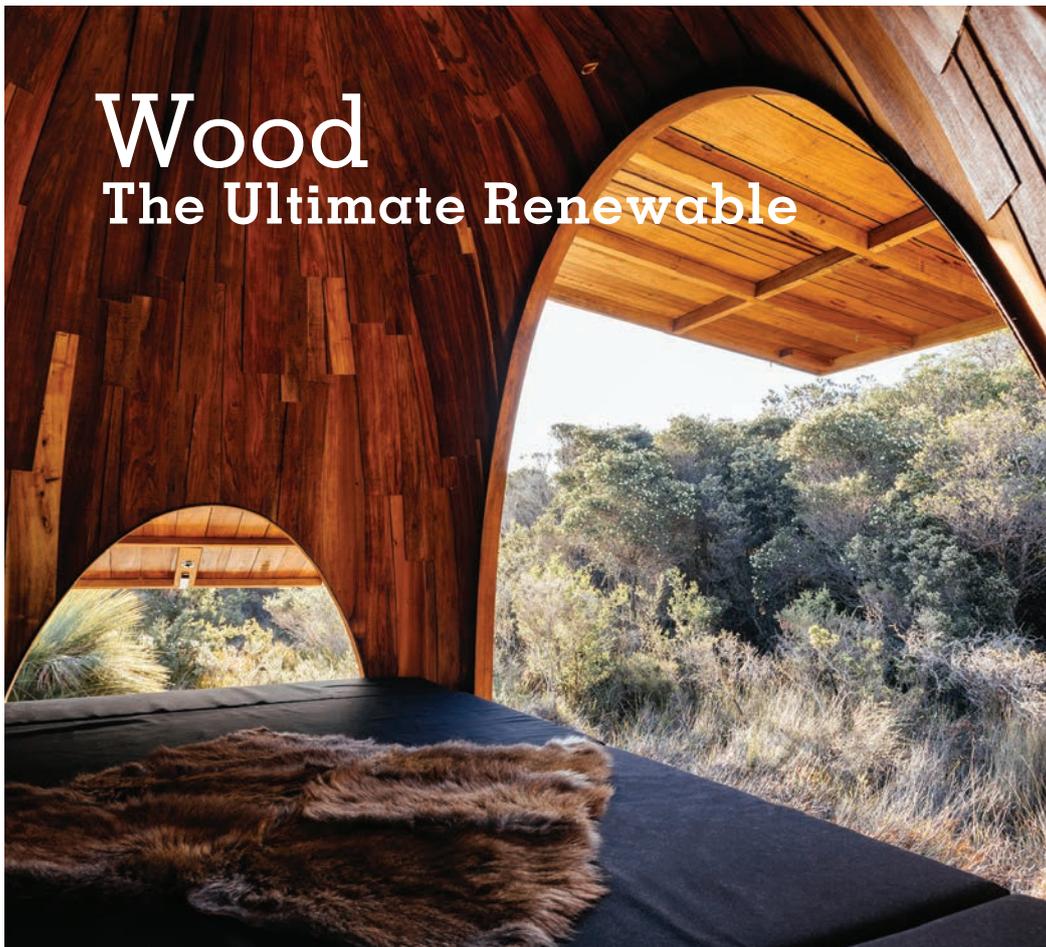
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network of steam-powered sawmills and railways sprang up to extract and process jarrah timber.

Unsurprisingly, when jarrah wood was exhibited in 1886 at the Indian and Colonial Exhibition in London and advertised as a durable paving material there was huge interest. Lasting decades and non-porous, jarrah was immediately very popular. By



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# Wood The Ultimate Renewable

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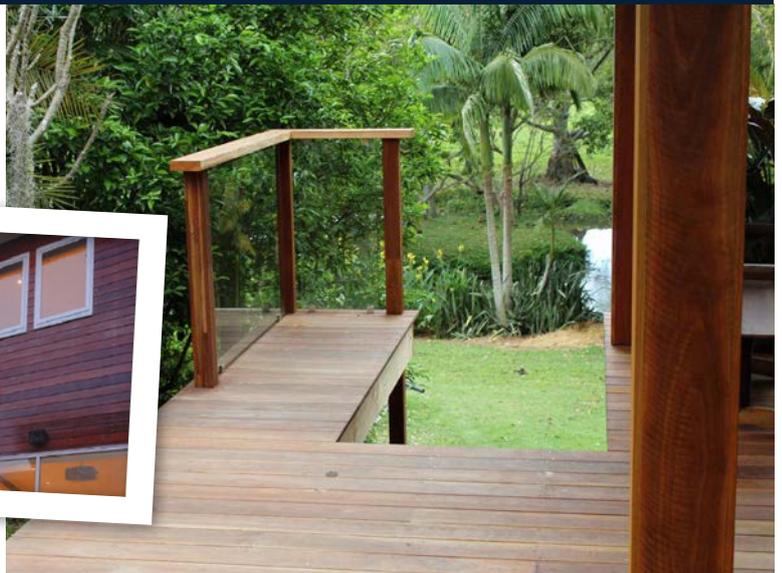


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# Walk the talk: process of actually DOING what you say you will do

HOW familiar are you with the expression talk the talk? Or is it walk the walk or walk the talk?

It is not often one has to delve into semantics but these are common terms which despite the mixed metaphors we intuitively understand ... or do we?

In my mind, talk the talk means all talk no action while walk the talk suggests actually doing what you said you would. So on that basis I am unclear what walk the talk means other than the inference that action is afoot!

OK, so why might this be important? Reserve Bank Governor Phillip Lowe has certainly just walked the talk. The RBA board minutes for their April meeting flagged that "members also discussed the scenario where inflation did not move any higher and unemployment trended up, noting that a decrease in the cash rate would likely be appropriate in these circumstances".

**FRONTLINE STAFF HAVE VERY ACUTE 'BS' DETECTORS**



**Reserve Bank Governor Phillip Lowe... certainly walking the talk.**

We now know with the election out of the way that is exactly what has happened with the official cash rate being cut by 25 basis points to a new record low of 1.25% at the June meeting.

The process of getting on and doing what you say is important; it provides greater certainty and contributes to confidence. Recently I attended an occupational health and safety workshop for senior safety managers. The industry has always had a strong commitment to workplace safety and ensuring everyone gets home healthy and safe from work. However, we manage a number of risks across the supply chain with harvest

## FOCUS ON FORESTS



**With JIM HOUGHTON**

and haulage right through to the processing mills, and distribution of our products.

Continuous improvement is the key to building on a strong base. But what drives that? This is where walking the talk is critical. At the safety workshop,

safety managers were very open in sharing learnings from their respective work places and a common theme was worker engagement and empowerment. The Dupont safety model was mentioned and building on the established systems and compliance processes to safety leadership requires worker buy in. So, as we know, frontline staff have very acute 'BS' detectors and can quickly pick the difference between real commitment and just talk.

Safety interactions where managers and supervisors are actively discussing safety with team members was seen as a very practical hands-on way of identifying issues, taking action where required and generally building confidence. The safety managers were strongly of the view that the more safety interactions undertaken the better the safety outcomes.

Of course, more data would be needed to firm this up nationally but in time by demonstrating such activities are actually being undertaken may be a practical way of building confidence that the talk is being walked.

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# Lexus SL500 an adrenaline rush no matter what track you are on

A COUPLE of years ago some boffins in Britain 'wired' up some motor writers to measure their adrenaline rush behind the wheel of a Lexus.

They drove around a race track for a few laps at high speed – and you don't need science to tell you that having a sports car and race track all to yourself is a thrill.

If you want to know, adrenaline is a hormone secreted by your adrenal glands which sit on top of each of your kidneys. Satisfied?

The men in white coats used biometrics data collected by hooking electrodes to the drivers

to monitor brain waves. They also wore special vests that monitored the heart rate and respiration to see just what was going on with the body physiologically when making those tight turns.

Not surprisingly, when they put the pedal to the metal their brain waves hit top gear and heart rates instantly jumped beyond 70 bpm.

The closest track I got to last weekend was a turf club racetrack where the Lexus LS500, nonetheless, got a few hearts racing.

The LS500 is the Toyota

**LUXURY FEATURES PAR FOR THE COURSE**



1

1/ On the track... the magnificent Lexus LS500 sedan.

2/ Inside LS500... everything you'd expect from a roomy, smooth, comfortable full-size luxury sedan.



2

luxury division's most opulent and powerful sedan, established by Lexus back in the 1980s and a credible rival to German luxury brands Mercedes-Benz, BM, and Audi – but undercutting them on price without compromising anything.

This year's LS500 retires the V8 engine, yet runs with a much stronger twin-turbo V6 with robust 310kW and 600Nm outputs.

In a case of technological one-upmanship, the Lexus also touts a 10-speed automatic transmission – and the powertrain specs allow the LS500 to dash from 0–100km/hour in five seconds!

Longer and wider, the LS500 is lower and sleeker than ever before.

## MOTORING



### With ORSON WHEELS

And it's a steal deal for would-be luxury car buyers ... \$75,300 to start with rear-wheel-drive; \$78,520 with the optional all-wheel-drive system. The long wheelbase is now standard.

Contributing to the LS500's economy driving is the switch to an all-new, far more rigid yet lighter aluminium/steel structure, offering a lower centre of gravity, better front and rear weight distribution and improved packaging.

Apple CarPlay and Amazon Alexa integration, as well as remote functions accessible from a smart watch or Alexa device, are now standard.

The Lexus Safety System Plus 2 is also standard and includes lane change assist. A new white interior is available on the luxury model with Mark Levinson audio and 20-in. vapour-chrome wheels on the executive model.

Standard luxury features include a heated steering wheel, heated and ventilated front seats, a power rear sunshade, navigation with a 12.3-in. screen and a hands-free power trunk lid.

Options are a special wood trim, a panoramic glass roof, air suspension, a head-up display and power-adjustable rear seats with a massage feature.

What more do you want?

Historically, the LS has been the flagship of the Lexus lineup; this is the model's fifth generation. There is also a hybrid Lexus LS 500H and a sporty Lexus LS F. All are equipped with some form of 3.5-litre V6.

Well, back into the SL500 for another adrenaline rush. Thump, thump.

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