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Timber workers are a force in stimulus plan

COVER STORY P8



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Labor supports stimulus package to reverse a housing industry nose-dive

Investments in social and affordable housing will lead a recovery

THE Australian Forest Products Association has welcomed the call by the federal Opposition's housing spokesperson Jason Clare in support of a new housing stimulus package to combat the forecast significant demand drop in new housing construction caused by COVID-19 impacts.

In a statement Mr Clare said, "The pipeline of work in the housing construction industry is drying up and will result in a sharp decline in work for lots of tradespeople and small and family businesses – unless action is taken."

He said the COVID-19 crisis had made it clear just how important housing was.

"We often think about our home as our castle. Over the past two months they have been a fortress. They have helped shield us and protect us.

"Before the COVID-19 hit, a lot of Australians were struggling to buy and rent a home. Home ownership rates



Jason Clare... housing has been the key to this health crisis.

were at their lowest level in 60 years; rental stress was through the roof; and the last census revealed more Australians were homeless than ever before.

"Housing has been key to this health crisis – it can also be a key part of economic recovery."

Labor's call echoes those of AFPA, other industry groups and social services organisations and comes as the softwood timber processing industry forecasts a major drop in timber demand, with some mills



Ross Hampton... member companies feeling the impact.

already reducing production and staffing.

AFPA CEO Ross Hampton said Labor had called on the federal government to work with superannuation funds and the private sector and other private and public sector construction.

The softwood processing sector supplies most of the

MEMBERS ARE ALREADY FEELING IMPACT OF SLOWDOWN

renewable timber products for new houses built in Australia and a substantial portion of multi-unit and commercial construction.

"Our member companies are already feeling the impact of the slowdown in construction and we estimate sawn timber demand will drop by at least 50% over the next six months," Mr Hampton said.

"Any stimulus for new home construction is felt right along the timber supply chain and that includes regional Australia where many of the sawmills are located," he said.

"There are more than 45,000 Australians employed in the sector and in many cases this job is the primary bread winner of the family. You help one part of that supply chain and everyone benefits."

Mr Hampton said the housing construction sector was the engine room for growth and jobs in Australia's economy.



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Building and construction activity remains brisk but what lies ahead?

Work in the pipeline continues to be delivered: FWPA survey

THE building and construction industries have remained an essential work service through COVID-19 with activity strong in the sector over March and April.

In fact, March was one of the busiest and best months for many of the major residential builders, merchants and importers/wholesalers, a survey by FWPA across Victoria, Queensland and NSW this week found.

Reports showed April was also very busy as committed residential construction work in the pipeline continued to be delivered.

The survey, headed by FWPA's national residential construction and fit-out manager Dr Alastair Woodard, was taken at the start of May to determine the effects of the residential construction market in the midst of the current national social distancing measures, where people are only allowed out of their homes for the four defined activities – food, exercise, medical treatment or work.

“SECTOR IS PROVIDING ESSENTIAL SERVICE”

With the isolation requirements seemingly effective in containing the spread of COVID-19 across Australia, they are definitely starting to negatively bite with the residential construction sector; everyone, public and business, is waiting for further relaxation of some of these



Making it for Queensland... Wayne Sparkes and Davide Sue of Hyne Timber's glulam plant at Maryborough are proud supporters of the Queensland government's #MakingItForQld campaign. See story Page 8.

restrictions to allow life to start to gain some normality.

Thankfully, the building and construction sector has remained an essential work service.

A summary of the FWPA survey feed-back, right now, shows:

- What residential builders are extremely concerned about is not the current work, or even the next couple of months, it's what the future holds beyond this.
- Most builders, particularly the volume ones, still have a reasonable number of jobs in the pipeline that they continue to work through, while administering appropriate social distancing practices with workers on-site. Thankfully, there have been no reported outbreaks or clusters related to construction projects.
- The absolute biggest concern for volume residential builders at present is the dramatic reduction in new

home sign-ups. This is a very consistent theme nationwide.

• Different builders, depending on their customer base, report different drops, but the general feel is that new home sign-ups are significantly down and could be as high as 50% for some builders.

• This new sign-up plummet appears to be due to a combination of potential buyers being uncertain about their future

Cont P 4

The united voice for Australia's forest industries

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From P 3

financially (even those that still have a job), and because people simply cannot get out and around display homes and builder display centres.

• Many of the volume builders have put in place significant on-line display home inspection facilities that allow virtual walk-throughs using professional online videos, or are using Zoom/MS Teams video-conferencing to speak with potential clients. But the reality is people are very unlikely to make a final decision and sign-up based only on an on-line inspection. People obviously want to visit and experience homes before making such a significant purchasing decision.

• The key current issue from most builders is getting some direction from government and clarity about the future. There is a major hope that the government will start further



1/ Plenty of work in the pipeline... but challenges ahead for builders.
2/ Dr Alastair Woodard... building and construction industries remain an essential work service.



to commit to jobs, others will not.

Also, the survey finds, the current concern is the

'immigration impact' with government starting to talk about restricting migration to allow local Australian workers to take up new jobs.

relaxing social distancing restrictions to allow more display home visits.

• HIA reps have advised that they have been very active at federal and state levels talking to government about possible stimulus packages. The impediment to date has been that governments obviously and rightly have been focused on more urgent issues. However, government are more receptive and several

building and development industry taskforces have been established.

• The stimulus package suggestions have been based around activities to allow people to commit to new home sign-ups as soon as possible, providing financial incentives and removing the red-tape, including increased first-home buyers' grants; waiving of fees and stamp duties; fast tracking of building approvals; postponement of any new regulations or rules; and getting shovel-ready land available as soon as possible.

Once things start running again, the FWPA survey shows there are different views about how quickly things might pick up depending on builders' customer base.

• There are concerns that builders who are focused on first-home buyers are likely to be hit harder as these buyers more likely have been hit by job losses, have concerns about getting re-employed, and have more difficulties currently accessing finance.

• Those builders with a broader second and third home buyer focus (who generally have more capital) are likely to do better.

• For those focused on the investor market it remains a bit uncertain. Some customers may be in a financial position

And there seems no doubt that the federal government will look to maintain a border closure or restrictions for some time, even once Australia's COVID-19 position improves. HIA has acknowledged this concern and is 'modelling' this at present.

URGENT NEED TO FAST-TRACK BUILDING APPROVALS

It has also been mentioned anecdotally from builders that new migrants generally wait around 18 months before they buy, rather looking to rent while they get a feel for a new city or regional base, so this could add a further delay in new-home sign-ups by migrants, even when migration starts up again.

So, the builders summary at this point at the start of May is that currently sector players are still busy while there is work in the pipeline. But with new sign-ups dramatically down, it's about what the future holds over the next three, six or 12 months.

The challenge is how to read the future and prepare for what it holds.

Alastair Woodard adds this quote from Abraham Lincoln: "The best way to predict the future is to create it."



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Allied Natural loads first woodchips after bushfires shutdown in January

EXPORT marketing and logistics company Allied Natural Wood Exports has started loading the first woodchip vessel to dock since the summer bushfires forced the Eden facility to shut down in early January.

The MV Cattleya arrived on Tuesday and loading commenced on May 13, making it the first of many vessels to return to Twofold Bay as the mill's operation is temporarily restored to near full capacity.

Much of the infrastructure at the Edrom Road woodchip mill was extensively damaged by the January wildfires which devastated the NSW Far South Coast.

ANWE chairman Malcolm McComb said the company's determination to overcome adversity and its commitment to the industry and local community drove the fast return to operation.

"This is a great achievement and comes just four months after the bushfire damaged the site," he said.



Malcolm McComb...welcome restart at Eden woodchip mill. Photo: ABC

"Significant works were carried out to make safe, clean up and successfully rebuild the infrastructure to allow us to bring our people back to work.

"The commitment and efforts of our staff and contractors, the support of the federal and NSW governments as well as our local government and community have been the keys to our success."

This is not the first time ANWE has recovered from adversity; it reconstructed the loading facility in 2016 after it suffered significant storm damage.

"ANWE is a resilient business and the support we have received when we have faced adversity is a humbling reminder of our significance to the local community," Mr McComb said.

"We thank everyone who supported us through this challenging time, especially the many who were involved in the clean-up and infrastructure rebuild which have allowed us to restart our operations."

ANWE concentrates on the export of woodchip and other wood products to the international market, including certified natural

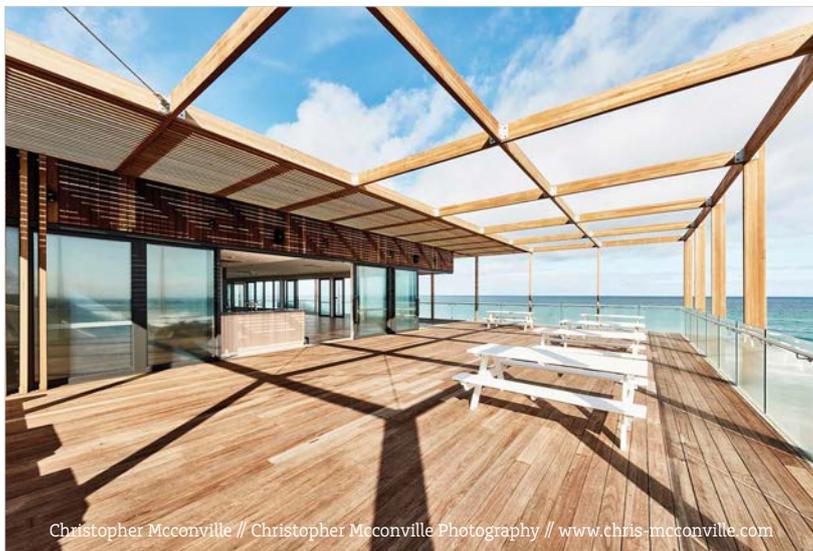
and plantation-grown wood products from public and private growers. Drawing on a wealth of experience in the forestry industry, the goal is to enhance and improve the way that wood product exports are managed and marketed in Australia.

In the longer term, ANWE sees hardwood and softwood plantation development, new wood processing technology and innovation as key strategies for the future.

"We will be actively exploring these new opportunities to develop our business along the far south coast of New South Wales and throughout eastern Victoria," Mr McComb said.

An Australian-owned company with a long term commitment to the Eden region, ANWE foresees significant opportunities for business diversification and growth as well as increased economic benefits for the community of Eden.

Significant employment opportunities have been created by the forest industry.



Christopher Mcconville // Christopher Mcconville Photography // www.chris-mcconville.com

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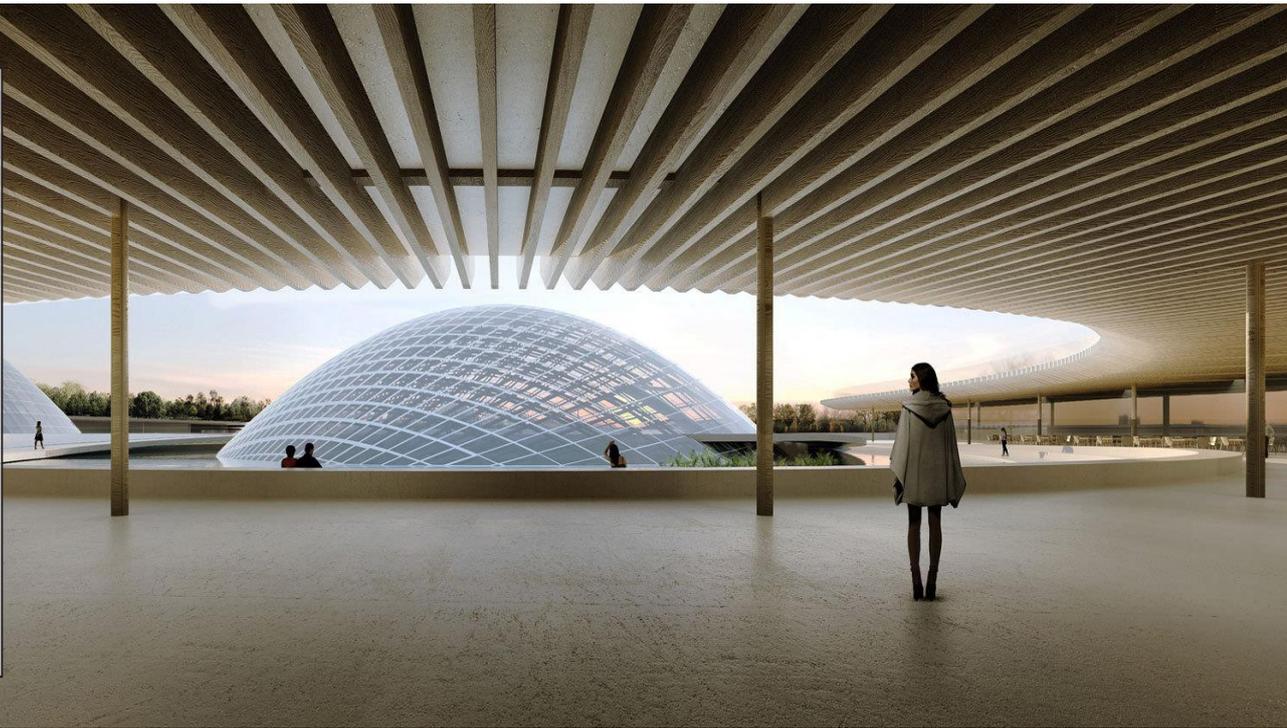
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Competitive Analysis:

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Fire Resistance (Class A) With 3rd Party Warranty	✓	No	No	No	No	No
Mould Resistance With 3rd Party Warranty	✓	No	No	No	No	No
Rot Resistance With 3rd Party Warranty	✓	No	No	No	No	No
Resists All Wood-Boring Insects With 3rd Party Warranty	✓	No	No	No	No	No
Warranty is for 30 or 50 Years	✓	No	No	No	No	No
Eco-Friendly & Non-Toxic	✓	No	No	Yes	No	No
Interior & Exterior Use	✓	No	No	No	No	No
Topical Application (no pressurization)	✓	No	No	Yes	No	No
Air Dried (no kiln drying)	✓	No	No	Yes	No	No
Non-Leaching Product	✓	No	No	No	No	No

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Flood Coat/Dip



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NG Concentrate



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Material



Cure Time:
1 - 3 Hours



Clean Up:
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Do Not Use Solvents

JUNE

11: Innovation in Action Conference – Wellington, NZ. Virtual conference online. Register interest at www.colabprefabnz.com

SEPTEMBER

1-3: DANA New Zealand Forest Industry Status and Outlook Conference and field trip – Emerald Hotel, Gisborne, New Zealand.

For further information see: www.danaevents.co.nz/2020gisborne/ or contact Julie Bell admin@dana.co.nz

OCTOBER

21st Australian Timber Design Awards – Sydney, NSW, Australia (date and venue to be advised). Entries close June 1. Voting for the People’s Choice Award is open from August to September.

Visit the new awards website for information and registration instructions. www.timberdesignawards.com.au

30: Green Triangle Timber Industry Awards POSTPONED – Barn Palais, Mount Gambier, SA, Australia. Nominations open 1 June 2020 and close 14 August 2020. For more information visit:

www.gttia.com/

MARCH 2021

17-19: Doing Timber Business in Queensland – Hotel Marriott and Howard Smith Wharves, Brisbane, QLD, Australia. State conference, workshops, innovation tour and gala dinner organised by Timber Queensland. Visit www.doingtimberbusinessinql.com

EVENTS LISTS MAY HAVE BEEN, OR ARE LIKELY TO BE CANCELLED OR POSTPONED DUE TO CORONAVIRUS TRAVEL, SOCIAL DISTANCING AND OTHER RESTRICTIONS. PLEASE CHECK THE RELEVANT WEBSITES.

MAY

13-14: Quebec Forest Industry Council 2018 Convention – Quebec City, Canada. Covering the interests of softwood and hardwood sawing, peeling, pulp, paper, cardboard and panels and manufacturers of engineered wood products. For additional information visit www.cifq.qc.ca

19-20: FastMarkets – RISI-DANA 7th annual Forest Investment Conference – POSTPONED. Visit www.risiinfo.com/events/ for update.

SEPTEMBER

27-30: Council on Forest Engineering Annual Meeting – POSTPONED. Visit www.cofe.org for update.

OCTOBER

21-23: Sustainable Forestry Initiative (SFI) Annual Conference – Vancouver, BC, Canada. The 2020 SFI Annual Conference will be focused on how

forests can make a difference when it comes to so many of the most important sustainability challenges faced in the forest sector and communities. For additional information see: sficonference.org

NOVEMBER

1-5: 3rd DANA African Forest Industry Investment Conference and field trip – Durban, South Africa. Planning under way. Two day optional field trip (November 19-20). Register interest with Julie Bell admin@dana.co.nz

DECEMBER

7-9: International Forest Business Conference and Tour – Sopot, Poland. A two-day conference on megatrends that shape forest and wood industry sectors. The event will highlight the transformation of forest-related businesses towards a low-carbon bioeconomy, discuss tensions between sustainability and cost competitiveness,

and call attention to new green innovations. Field trip on December 7 to IKEA and Egger mills. The event will welcome institutional investors from across the globe to discuss investment opportunities in timber to diversify their portfolios and achieve healthy returns. Register at www.fba-events.com or contact karolina@forest-analytics.com

JANUARY 2021

11-14 : World Conference on Timber Engineering (WCTE Santiago 2020) – Santiago, Chile. Topics include Sustainable Forests for timber production; wood products, connections; timber engineering’ timber architecture; building and environmental impacts; policies, education and future trends. For further information see: www.wcte2020.com/

• Please send any events listings to John Halkett via email: johnh@timberandforestrynews.com



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Industry calls on state government to urgently fast-track stimulus package

Case for increased capital expenditure on public buildings and housing projects

SUPPLY chain partners in the Queensland timber industry have called on the Premier and senior ministers to urgently prioritise a construction stimulus as the state navigates the COVID-19 economic crisis.

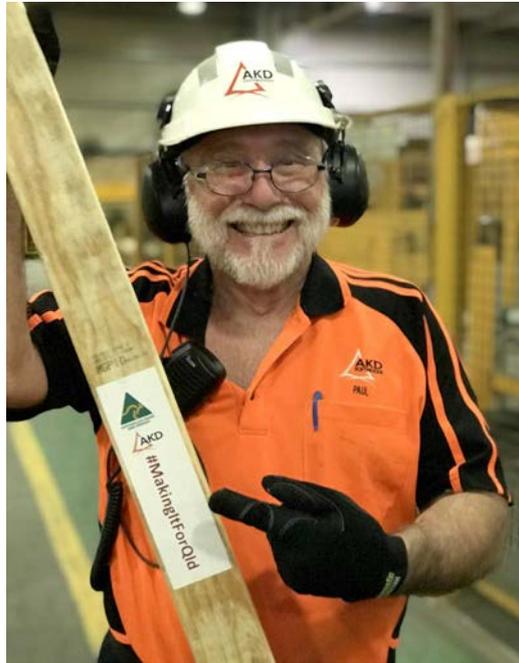
In an open letter to the government this week, industry leaders said they welcomed the fast-tracking of infrastructure projects and processes. But they fell short of the urgent stimulus needed to instil consumer confidence to maintain a pipeline of private investment such as new residential home starts and renovation.

The letter, signed by Jon Kleinschmidt, CEO, Hyne Timber, Shane Vicary, CEO, AKD Softwoods, Curly Tatnell, managing director, DTM Timber, and John McNamara, CEO, Parkside Timber, included logos attached by 63 industry companies, who support 25,000 direct and indirect jobs along the supply line.

All of them are proud supporters of the state government's #MakingItForQld campaign.

The letter pointed out that the state's timber industry largely comprises local suppliers and manufacturers and was not so reliant on supply including freight (and therefore exposed to associated supply risks) from elsewhere.

“NEED TO INSTIL CONSUMER CONFIDENCE



Getting behind the Make it for Queensland campaign... Paul Smith, long-serving grader at the AKD Softwoods planer mill at Caboolture, north of Brisbane.

The message to the Premier, Treasurer, Minister for Regional Development and Manufacturing and Minister for State Development, Tourism and Innovation was clear:

“Most of our businesses are family owned with a long history and tradition of supporting the development of Brisbane's built environment and the state. We are part of Queensland's heritage.

“However, while we are all proud Queensland manufacturers and processors, we can only produce goods to meet existing demand. COVID-19 is already starting to significantly disrupt what will be a drawn-out economic crisis within the construction sector if remedial action is not taken soon.

“This is already impacting timber industry jobs and

is forecast to worsen significantly over the next few months, well beyond the six-month eligibility period of the JobKeeper support.”

Timber Queensland CEO Mick Stephens said these concerns had been laid bare by Master Builders Australia, which found that 73% of members had already reported a substantial fall of 40% in forward work.

Similarly, the Australian Forest Products Association had predicted a 50% reduction in sawn timber demand across Australian sawmills in the next six months as demand for forward orders declined.

“A 50% reduction in sawn timber demand alone equates to significant job losses, extended stand downs, hibernation of production and the flow-on impact to the entire supply chain and by-product supply,”

Mr Stephens said.

“We expect a construction stimulus is already being considered on the back of and linked to the #MakingItForQld local product campaign.”

This would include:

- Incentives to assist with new building projects (e.g. new homeowner and investor grant schemes, including the review of stamp duty and land tax) and measures to boost the household renovation sector.

- Streamlining red tape and delaying non-critical regulation.

- Increasing state government capital expenditure on public buildings and housing projects.

The letter to the government emphasised further opportunities were open to the industry to innovate and expand the #MakingItForQld footprint, given the sustainability of locally-grown feedstock – provided the industry could survive the crisis.

“We look forward to the Queensland government's support for construction stimulus with a focus on urgently maintaining the construction pipeline, especially as it applies to both public and private investment and consumer confidence.”

On the cover: Supporting Queensland's Make it for Queensland campaign... Paul Beddows, joinery manager at Eco Cottages, Cooroy, on the Sunshine Coast.

Senator announces \$15m post-bushfire transport assistance



1/ Freight support for burnt timber... part of recovery package.

2/ Jonathon Duniam... ensuring industry can source the timber it needs.



THE Australian Forest Products Association has welcomed the inclusion of \$15 million in freight support for burnt timber, as part of the National Bushfire Industry Recovery Package announced on Monday, but urges more is needed to help the industry recover.

In announcing the industry assistance, the Assistant Minister responsible for forestry Senator Jonathon Duniam said that it would help ensure the industry could source the timber it needed for operations and to support jobs.

Senator Duniam added: "There is more work to be done to ensure this critical sector has a strong future, and we are committed to supporting the industry to find opportunities that ensure it is well positioned for long-term recovery."

In welcoming the initial measure, AFPA CEO Ross Hampton applauded Senator Duniam for his efforts in

supporting Australia's renewable forest product industries as they continue recovery from catastrophic bushfires.

"With this announcement the Morrison government has signalled that renewable forest product industries and regional communities are priorities," Mr Hampton said.

"Clearly, the products we manufacture, and the associated jobs are essential as the economy reels from the shock of the pandemic lockdowns.

"The bushfires have had a devastating impact on all sectors of our industry, from forest growers to harvest contractors to hardwood and softwood timber and paper products processing and manufacturing.

"In many areas, forest and fibre industries are the major economic driver and many thousands of regional workers rely on them thriving for their long-term future."



HYNE.COM.AU

Bushfires remains threat to forests as submissions to royal commission close

BOTH the national royal commission and Victoria's inspector-general for emergency management have closed the submission periods for their respective inquiries into the catastrophic 2019-20 bushfire season.

The Victorian Association of Forest Industries made representations to both bodies on behalf the state's timber and forest industry, which is exposed to considerable risks from bushfires.

"The impacts to native and plantation timber sectors are significant and flow-on social effects will last for decades," VAFI CEO Tim Johnston said.

"Bushfires will continue to be a threat to regional communities and future fires are likely to become more frequent and more extreme, creating greater risks for the forest industry," Mr Johnston said.

Recent reviews have shown how the historic decline in planned burning to control bushfire fuel loads has led to greatly increased impacts of large fires on biodiversity, ecosystem function and



Strategic visit... while on a tour of Bairnsdale, VAFI CEO Tim Johnston (left) calls in on Leonard Fenning and Brian Donchi at Fenning Timbers which uses 100% ash species to produce furniture, joinery and structural grade timber.

sustainable timber yields.

VAFI's view is that this threat must be met by a long-term, coordinated program for fuel reduction. Planned burning will always be the primary tool for managing fuel loads. However, the Victorian fire landscape is complex and requires a range of tools to effectively address risks.

Active forest management techniques, such as mechanical fuel reduction and stand thinning, have been shown to be effective

in reducing bushfire impacts when used in conjunction with planned burning. Stand thinning to manage tree density can also create more resilient forests in the long-term. Landscape-scale fuel reduction using a range of appropriate techniques, and based on the extensive knowledge of local forest operators, could greatly reduce bushfire risks and lead to social, environmental and economic benefits.

Mr Johnston said the

current, ill-conceived Victorian policy of phasing out timber harvesting in state forests by 2030 would generate little to no measurable reductions in bushfire risks while sacrificing the significant pool of expertise held by forest managers in land management and bushfire response.

"Forestry businesses are on the front line in many respects, but this is not often recognised in the public debate around bushfire risks and impacts," he said.

"Despite this, with extended policy support, these contributions can be increased."

Bairnsdale-based Fenning Timbers principal Leonard Fenning and resource manager Brian Donchi want people to understand the far-reaching effects of the state government's decision.

"It's unending what the domino effect of this decision will be," Mr Fenning warned.

"The government does not realise how big a flow-on effect there will be across the state."



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Flattening the curve: calm before the storm as we enter the Twilight Zone

JobKeeper will keep employees attached to their employers

JIM HOUGHTON

RIGHT now it seems like the calm before the storm.

For those old enough to remember the TV show, one could say we have entered the 'Twilight Zone'.

The good news is as a community we have been able to flatten the curve and significantly reduce the spread of COVID-19. This provides our federal and state governments with options on how to proceed with the reopening of the economy. So, as the health challenge comes under control, the impact on the economy and the shape of the recovery is still to become clear.

In the middle of April, the IMF reported that "Australia's economy will shrink by a massive 6.7% this year". This was followed two weeks later with the release of the RBA May statement on monetary policy indicating "the Australian economy is expected to record a contraction in GDP of around 10% over the first half of 2020". That's a big number with more to come. However, the expectation by both institutions is that growth will strengthen through 2021.

A detailed summary of the RBA baseline outlook can be found at: www.rba.gov.au/publications/smp/2020/may/forecasts.html

Right now, it is difficult to assess the situation due to the inherent lags in data and the pace and scale of the impact of COVID-19. Consequently,



Impacts on economy... the calm before the storm?

the information available is still not representative of the expected challenges to come. There are many examples of where data still lags current indicators or guidance. For example, housing approvals in March were 172,101 annualised up +0.2% on the month before reflecting the formalisation of sales and projects submitted for approval some months ago. While a more immediate indicator the HIA survey of new home sales was down -23.2%.

Another example is CoreLogic's Home Value Index which indicated housing values were slightly positive nationally at +0.3% for April on low transaction volumes. Contrast this to a UBS report referenced in the AFR April 16, 2020, which indicated UBS "expects under its full pandemic scenario that house prices will drop 10% over the coming year".

Inflation was back within

the official target range for the first time in several years with the March quarter CPI up +2.2% annualised. However, this was due to supply impacts from the bushfires and a massive spike in retail sales. Specifically, retail sales were up an unheard of 8.5% in March with hardware, building and garden supplies up +17.4%. This is not expected to continue with the data from AlphaBeta Illion on weekly spending patterns showing that for the last week of April spending was down -20% on normal levels.

Truly reflecting a twilight zone, housing finance data was up +17.5% in March on the equivalent month in 2019. One would normally

regard this as a great result. Nevertheless, this needs to be tempered by the RBA forecast indicating dwelling investment will be down -17% in the June quarter.

Another critical factor to keep an eye on is unemployment. In March, unemployment increased by 20,300 people to 718,600 or 5.2% of the work force. The expectation is the innovative JobKeeper program will dampen the worst impact by keeping large numbers of employees attached to their employers. Even so, the RBA is forecasting unemployment for the June quarter of 10%.

Collectively, these factors will impact the depth of the contraction and the speed of the recovery. So these are all matters to keep an eye on as we journey across the bridge to a COVID-safe economy.

• *Jim Houghton is statistics and economics manager at Forest and Wood Products Australia.*

“THE SHAPE OF THE ECONOMY AND RECOVERY STILL UNSURE”

Responsible Wood seeks survey feedback

RESPONSIBLE Wood is looking for feedback with the release of a new survey marking an important milestone for Australia's leading forest industry certification provider.

From January 1 this year, all certificate holders certified under the Responsible Wood scheme have committed to the Responsible Wood branding; with the Responsible Wood logo to be used for new stock from this date.

The branding change is especially relevant to 'chain-of-custody' certificate holders that carry Responsible Wood certification through the timber and paper supply chains.

Marketing and communications officer Jason Ross says the survey is an

important step as Responsible Wood seeks to raise awareness and understanding of forest certification in the Australian marketplace.

"Responsible Wood is committed to raising awareness and understanding of the power of forest certification," he said.

"Certified companies meet the requirements of AS 4708 and AS 4707, the Australian standards for Sustainable Forest



Important milestone... Responsible Wood CEO Simon Dorries and marketing and communications officer Jason Ross, with promotional branding material at head office in Brisbane.

of Forest Certification (PEFC), the global authority on sustainable forest management."

"With a focus on the supply chain, we especially want to monitor the use of the logo on products from chain-of-custody certificate holders."

The survey takes 4-5 minutes to complete with all information kept in strict confidence.

The survey should be shared with those who manage sales and marketing.

"The connection with sales and marketing is critical; those who work in this important sector have an understanding of what consumers want and need and their perception of forest certification," Mr Ross said.

Management and Chain of Custody for Forest Products, both endorsed by the Program for the Endorsement

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Carrying on with corona: busy and long hours to bring in a good salvage harvest ... and here's a single exclusive promotion opportunity for you

FOLLOWING on from last month, I thought a few more comments about the coronavirus are in order.

Certainly, a traumatic impact across the world with the death toll mounting. I don't want to get ahead of myself, but to some degree Australia has dodged a bullet. Credit I reckon to the leadership shown by ScoMo and the national cabinet, and of course, the dedication, professionalism and courage shown by the medical profession. So very well done all of you, and thank you!

In many countries the rates of infection and deaths rates have been numbing. We can be truly thankful for the leadership here, compared with the complete shambles and embarrassment in the US and across much of Europe.

Perhaps it need not have been, but I am more than impressed by the social distancing and isolation that I've seen down around here. I think the common sense and discipline shown has, in large part, been responsible for the success we have seen in containing the dreaded virus.

Unlike our Kiwi forest contractor cousins, we

“ WE NEED TO GET BACK IN ACTION AS SOON AS POSSIBLE ”



Bushfires and COVID-19... but industry across Australia needs to get back into action as quickly as possible.

have been able to carry on harvesting ninety-to-the-dozen here.

A rush to harvest deteriorating and increasingly dangerous trees killed by the summer bush fires has meant some long hours. So, it hasn't been too difficult social distancing-wise when you are sitting in the cab of a harvester for 12 hours of the day.

I understand our mates across the ditch are now back to work, although the very substantial stockpiles of logs, both at New Zealand ports and in China, will have a depressing impact on the industry there for some time to come.

With the disappointing news that the Green Triangle Timber Industry Awards have, understandably, gone the way of other major industry events such as AUSTimber, you would have to agree that 2021 is shaping up as a year of action and celebration for our industry.

different note, enews publisher 'Kings Cross John', who can sometimes get a bit grumpy at excessive comments I occasionally make, made some kind remarks last week following some pleasant feedback both he and our esteemed editor Jimmy Bowden have received about my monthly effort.

He has even hinted that, in addition to the occasional



Coronavirus ...numbing effect in many countries.

TRUNK LINES



With **CHERYL FORREST**

Coming out of the coronavirus pandemic, and in the wake of the horrific summer bushfires, the industry across Australia needs to get back into action as quickly as possible – backed by government support in every state and in Canberra.

Now on a completely

\$9.95 bottle of sauv blanc that I receive from Big Jimmy now and then, I might actually get paid in the future. However, as always there is a catch – first I need to find a sponsor for this column.

So, hello – are you listening? This would be a once-only opportunity for some company to get their name, website, details and message at the foot of this column each month for just a few dollars.

Again, a single opportunity – so it will be first in best dressed. If you are interested send an email to johnh@timberandforestryenews.com

So that's it for this month. Stay safe and I'll catch you next time.

Cheryl

The MARKET Leader...



Komatsu 875 & 895

Komatsu Forest have maintained a very strong market position with their two most popular forwarders being the Komatsu 875 (16 tonne) which really compliments the 895 (20 tonne).

These two current models have been further refined to meet expectations and to cover all the contractors' extraction requirements with the latest developments in these key areas.

- New transmission system for greater traction and control.
- Improved crane performance with a large bunk area.
- Introducing Maxifleet to provide the ultimate service and production tool.
- New electric engine hood and new access panels for much improved serviceability
- Stylish and modern cab with central locking and remote key.

The latest Komatsu forwarders have been taken to another level in lifting the overall standards for forwarding which make them the best in their class.

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FWPA's action call seeks feedback on bushfires from professional firefighters

Providing excellent data source for plantation owners and managers

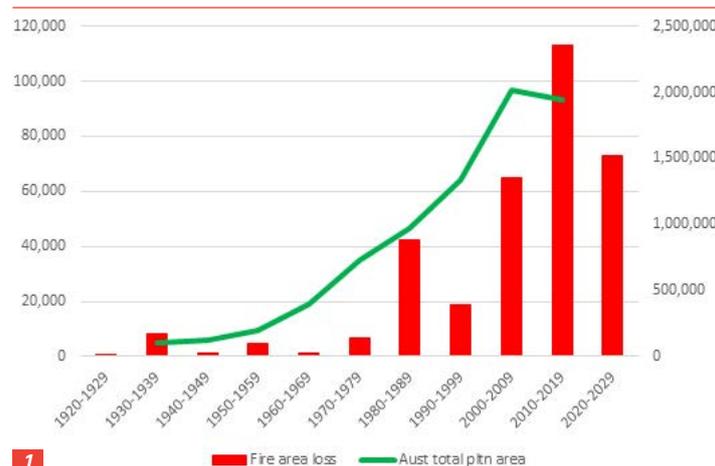
A CALL to action for information on the catastrophic summer bushfires issued by Forest and Wood Products Australia is directed at researchers, foresters and firefighting professionals.

Getting more than just anecdotal data and information about the impact of the summer of bushfire fury is now starting to look more like reality. FWPA is seeking historical information of larger-scale plantation fire losses in order to assist plantation managers with their risk management and strategic planning in the future.

To that end, FWPA has engaged Geddes Management to provide data, and in the future, ABARES and other industry analysts will be able to use the information to enhance general industry statistical reporting and planning.

Geddes Management has already gathered data from forest growers associated with plantation fire events where 100 ha or more has been burnt. The database captures individual significant scale forestry plantation fires losses and draws on information dating as far back as the early 1920s.

The Geddes Management report and spreadsheet are on the FWPA website [www.fwpa.com.au/resources/reports/market-access/1966-database-capture-of-individual-significant-scale-australian-](http://www.fwpa.com.au/resources/reports/market-access/1966-database-capture-of-individual-significant-scale-australian-forestry-plantation-fire-losses.html)



1/ Area losses (ha) per decade for individual fires when more than 100 ha was burnt (in red – LH axis), compared with the total Australian plantation area (in green - RH axis). (Australian plantation areas sourced from ABARES).
2/ Chris Lafferty... datasets will be revised into the future.

forestry-plantation-fire-losses.html

At the bottom of the web page is a link to make submissions, to provide information, or to edit the datasets in the accompanying spreadsheet. For inquiries or for technical issues email holly.dowding@fwpa.com.au

FWPA research and development manager Chris Lafferty said it was widely acknowledged that there were a number of researchers, foresters and fire experts with the capacity to add additional data sets for consideration

related to plantation fire events.

“Submissions will be accepted until June 30, and after that date FWPA will convene an expert working group to go through the submissions to curate the additional entries to agree on the final historical database,” Dr Lafferty said.

“This information will then provide an excellent data

“**DATA DATES BACK AS FAR AS 1920**”

source for plantation owners and managers to review and update their own risk management approaches towards fire impacts into the future.

“It is proposed to revise the datasets into the future to keep them up to date at the end of each fire season.”

The Geddes report confirms that the 2019-20 fire season has been horrific from a plantation loss perspective. Unofficial figures across the entire continent suggest total losses of more than 140,000



ha of plantations. Much of the national area loss were radiata plantations. These losses are particularly significant, as even prior to the fire impact, there was already a serious forecast domestic softwood log supply deficit.

The Geddes report also asserts that recent losses provide a wake-up call in terms of a need to better understand risks, fuel loads, firefighting capability, future supply shortfalls, availability of plantation insurance in the future, and impacts on plantation valuations.

Advertising good value in tough times

Visibility in a downturn shows you are strong enough to survive

DURING COVID-19-related business challenges, prioritising expenditure and delaying spending are among understandable strategies deployed by businesses.

That aside, there can be several advantages in continuing to invest in advertising during these demanding times.

Research demonstrates that when companies doing it tough cut back on advertising they tend to lag behind those that do not when business prospects improve.

Companies may consider pulling back on advertising when the market is soft and sales are slow. But let's be frank: when cash flow is tight, that might be the first thing you might want to do. But while pulling back on advertising produces a short-term gain for cash flow, it can easily create a long-term problem for your brand and the life of your business.

Simply put, if you're open for business, you need to market your business. If you stop, customers can easily forget about you or even assume you're no longer around. If you're not visible, you may not be considered



as a choice when your customers start buying again.

Whether continuing to operate, perhaps remotely, or gearing up for when COVID-19 restrictions ease, your services or products will still be needed ... so the right time could be now to get your message out before others get the jump on you.

Though companies may be nervous about investing in advertising right now, research shows that consumers tend to take a long-term positive approach during a downturn, knowing that they will spend again when business activity picks up in the future.

Advertising during quieter times gives businesses time to rethink its messaging – and cut through the usual clutter

to build competitive brand awareness and trust. When customers do spend again, investing companies will be more front-of-mind than their competitors.

Rather than becoming invisible, advertising during a market downturn can portray business stability and instil confidence. An analysis of a number of studies on advertising during market downturns found that it not only rewards aggressive advertisers by protecting and enhancing their market position, but also illustrates corporate stability.

Being visible during a downturn will show your business is strong enough to survive.

In a market downturn, people need messages

of positivity and stability. Consumers want recognised brands that protect their employees, work with governments and use resources to help solve problems during a crisis.

Now in this time of pandemic unrest, it's more important than ever to remember that loyal customers are the primary, enduring source of cash flow and organic growth. Marketing isn't optional – it's a 'good cost', essential to bringing in revenues from these key customers and others.

Any brand able to show that they are continuing against the odds to deliver a service or product, and keep people working, will earn high regard. Now is the time to tell a good story.

Timber & Forestry enews is Australasia's most widely distributed timber and forestry industry online publication, delivering your message to more than 15,000 readers every week.

Advertising enquires can be directed to John Halkett at johnh@timberandforestryenews.com or Jim Bowden at cancon@bigpond.net.au

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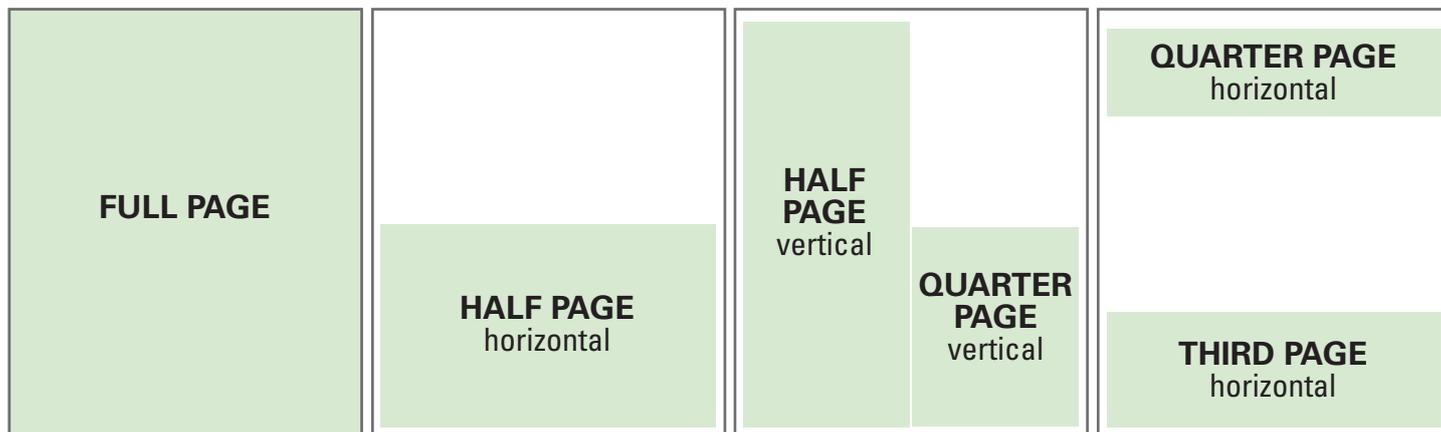
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AD FORMATS



DISPLAY AD RATES

FULL PAGE: \$485

297mmH x 210mmW

HALF PAGE: \$290

Vertical • 254mmH x 93mmW

Horizontal • 125mmH x 190mmW

QUARTER PAGE: \$180

Vertical • 125mmH x 93mmW

Horizontal • 63mmH x 190mmW

THIRD PAGE: \$215

Horizontal • 73mmH x 190mmW

PAGE 1 Front cover strip: Contract booking

Horizontal • 30mmH x 190mmW

PAGE 1 Front cover module: Contract booking

Horizontal • 45mmH x 49.5mmW

PAGE 2 below story: Contract booking

Horizontal • 73mmH x 190mmW

CLASSIFIED ADVERTISING

JOB ADS: ONLINE BOOKINGS ONLY

BUY & SELL ADS: ONLINE BOOKINGS ONLY

744pxH x 720pxW

BANNER ADVERTISING

• **FEATURE PACKAGE: INCLUDES**

PAGE 3 strip below story / top email strip / top website banner strip

Horizontal strip • 30mmH x 190mmW

Email strip • 395pxH x 1500pxW

Top website banner strip • 120pxH x 1000pxW

• **STANDARD PACKAGE: INCLUDES**

PAGE 8 module / email module / website module on advertising page

Module • 45mmH x 44.5mmW

Email module • 336pxH x 336pxW

Website module • 260pxH x 260pxW

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12 WEEKS: 7.5% 24 WEEKS: 10% 48 WEEKS: 15%

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TERMS

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