

# FORWOOD

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## Managing Director's Update December 2015

Ric Sinclair, Managing Director



Welcome to the December 2015 edition of ForWood.

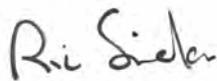
First, I would like to take this opportunity to thank Ron Adams for his nine years of service as Chairman of the FWPA Board. During this time, Ron's support and insights have been invaluable. I would also like to welcome John Simon as our new Chairman and Steve Dadd as a new Director. Both have extensive industry experience and knowledge and I look forward to working with them.

In this issue we cover news across all of FWPA's programs including; the AGM, a new safety benchmarking portal, proposed changes to standards, research activity, a European Study Tour, bringing an international speaker to the Parliament House dinner with AFPA and more.

We would be happy for you to share this information with your colleagues via our share buttons.

The FWPA office will close on Thursday December 24th 2015 and reopen on Monday 4th January 2016.

I wish you a safe and happy holiday season.



Ric Sinclair  
Managing Director

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## News

New independent report shows value of FWPA marketing activities

The value to industry of FWPA's promotions program has been highlighted by a recent independent report. Conducted by the Centre for International Economics,



the report indicates that FWPA's investment of \$32 million in generic marketing activities during the period 2007-08 to 2014-15 generated a potential return of \$213 million, with an estimated benefit cost ratio of 6.6.  
[Read more..](#)



Members support FWPA and elect three new directors at AGM  
At the 2015 FWPA annual general meeting (AGM), the members elected three directors and approved some minor constitutional changes.

[Read more..](#)



Ron Adams steps down as FWPA Chairman  
After nine years in the role, Ron Adams has stepped down as Chairman of FWPA. In his closing address at the AGM, he thanked the Directors and staff with whom he had worked and expressed his confidence in a positive future for the company and the industry.

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## Standards Coordination



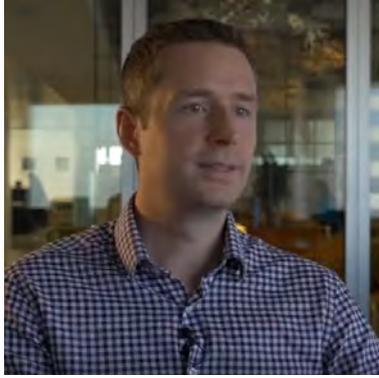
Figure 4 5-storey wood-frame apartment building on 2-storey concrete podium (2009), Seattle, Washington (courtesy: Sukh Johal c/o WoodWORKS/IBC)

National Construction Code (NCC) Proposals for Change to benefit industry sales - update  
FWPA submitted three Proposals for Change (PFC) for consideration by the Australian Building Codes Board (ABCB). These changes are expected to create significant new sales opportunities for wood and wood products. The final decision will be publicly available in February 2016, with approved changes coming into effect in May 2016.

[Read more..](#)

## Promotions

Aecom engineer Nick Hewson features in new WoodSolutions video  
Aecom's leading timber engineer and advocate Nick



Hewson is the latest design and building professional to feature in one of WoodSolutions short video interviews. [View the video](#) | [Read more..](#)

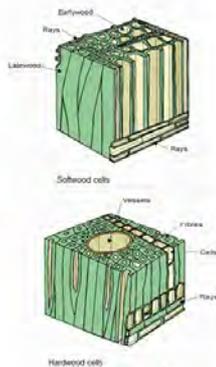


WoodSolutions technical field force pilot program closer

FWPA is seeking financial commitment from industry to co-fund a pilot program of the WoodSolutions technical field force. In-principal commitments have already been received from industry leaders and show an appreciation of the significant benefits of participation. [Read more..](#)



New WoodSolutions Campus – a timber products and wood building training platform for trade Knowledge of the many benefits of wood and wood products among industry members, especially those interacting with customers, is an effective way of promoting the use of wood. WoodSolutions Campus has been created to address this need, initially as part of employee induction or ongoing training. [Read more..](#)



New timber educational materials to inspire university engineering students Research identified the lack of suitable resources as an impediment to educating and inspiring engineering students to use more wood and wood products. A new series of video lectures, The Fundamentals of Timber Engineering, presented by Geoff Boughton has been created to address this need. Feedback to date from the educational community has been excellent. [Read more..](#)

WoodSolutions Sponsorships Sponsorships are a cost-effective way of reaching professional audiences. The relationships formed and developed with associations and other bodies provide both cost-effective communication channels and extra credibility for our messages. [Read more..](#)



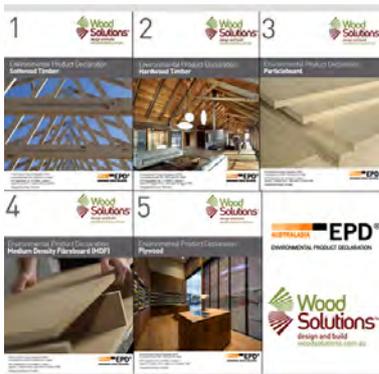
## Industry Campaign



Costings research shows timber is cheaper in four new WoodSolutions Design Guides

A recent research project involved developing designs for four building types with timber solutions, as well as alternative designs with conventional steel portal or concrete construction.

Download the Guides from the [WoodSolutions website](#)  
[Read more..](#)



New Plywood, particleboard and MDF

Environmental Product Declarations (EPD) to encourage use in sustainable design and construction

An environmental product declaration (EPD) is a standardised and verified way of quantifying the environmental impacts of a product based on a consistent set of rules.

EPDs are a valuable tool for designers and developers using more wood products in order to seek environmental accreditation through the Green Star program.

Download the EPDs from [the WoodSolutions website](#)  
[Read more..](#)

## RD&E - News, Project Reports and Updates

Opportunities for researchers and industry in FWPA Call for Project Funding Proposals  
Commissioning and managing research and development on behalf of industry is one of the key roles of FWPA, providing a return on investment that independent analysis has shown far outweighs the initial resources committed. At the closing date a total



of 27 submissions for funding had been received. These submissions will be reviewed and ranked by the respective Advisory Groups.

[Read more](#)



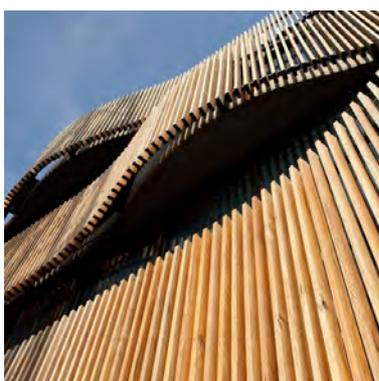
**e-Cambium wood quality modelling project**  
In late October, a major mill trial was undertaken at the Hyne Tumberumba mill as a part of the current e-Cambium wood quality modelling project. The project results will help develop a tool that provides insights into the wood quality implications of management decisions around site choices, climate, environment and silviculture.

[Read more..](#)



**ARC Industrial Transformation Training Centre in Forest Value at University of Tasmania approved**  
The establishment of an ARC Training Centre provides industry with the opportunity to develop and retain new research resources. Funded for 5 years by industry and government, the centre will focus on linking resource properties and management decisions to final market demands.

[Read more..](#)



**New and Completed Projects**

FWPA's RD&E program invests in projects in the three areas of Market Access and Development, Wood Products and Sustainability & Resources. The projects and their resultant outcomes are published on the FWPA website.

[Read more..](#)

## Capacity and Education

**Forest Industry Education Campaign – are you ready to become a Champion?**

Do you have a connection with a school or schools catering to kinder – year 12 and are you ready to become a Champion for the ForestLearning campaign? As a Champion you'll help promote the benefits of ForestLearning to teachers and schools.

[Read more](#)



## Statistics and Economics



### Forest safety benchmarking portal

The new forest safety benchmarking portal is now receiving historic data from 14 participant companies, which will provide info for Australian forest state data.

[Read more..](#)



### Sawn Softwood Sales Stability Surprises Some

After a year of sustained growth, strength and commentary about booming residential dwelling approvals, sales of sawn softwood have barely moved for the year ended May 2015, compared with 2014. At 2.656 million m<sup>3</sup> to the end of May, recorded sales were just 0.2% higher than the 2.643 million m<sup>3</sup> recorded for the year ended May 2014.

[More](#)

### Keep up to date with the Statistics Count Newsletter

FWPA's industry data dashboard and newsletter gives industry access to proprietary and public domain data sets in easily accessible locations. Subscribe to the newsletter today.

[Read more..](#)

Feedback and Contributions