



FORWOOD



Managing Director's Update June 2016

It's an exciting time for the forest and wood products industry and you will find updates on many of our activities in this issue of ForWood. You will also find information about the new EY (Ernst and Young) report on industry megatrends and – our latest consumer research results – and a new consumer advertising campaign.

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

Kind regards,



Ric Sinclair,
Managing Director

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Managing Director

News



New EY Research Report: Megatrends and the Australian Forest and Wood Products Sector

An analysis by the global consultancy EY (previously Ernst and Young), shows that the Australian forest and wood products sector has significant opportunities, as well as challenges, in response to the five megatrends identified by CSIRO.

[Read more](#) | [Read the report](#)



Consumer tracking research validates communications strategy and confirms industry status

The latest wave of consumer tracking research shows an increase in the number of respondents who prefer wood – and also confirms the forest and wood products industry's reliability as a source of environmental information. | [Read more](#)



New consumer advertising campaign launches June 2016
FWPA's successful partnership with Planet Ark and Peter Maddison (Grand Design Australia Host and award winning architect) will deliver a new advertising program to promote the benefits of sustainably sourced wood. Launching in mid-June, comprising of a mix of 15 second video spots and electronic banner advertisements, the primary brand being Planet Ark's Make it Wood followed by Wood. Naturally Better. These materials are also available to FWPA's

members and associate members to use in their corporate communications and to feature on their websites. | [Read more](#)

Promotions



World Conference on Timber Engineering (WCTE) 2016 – Vienna
\$3,500 Bursary for post-grad engineering and construction students

The biennial World Conference on Timber Engineering (WCTE) being held on 22 -25 August, is the premier international event for both practicing and academic timber engineers. FWPA are offering an outstanding opportunity for post-graduate students. | [Read More](#)



Post Conference European Study Tour – Expressions of Interest
FWPA are calling for Expressions of Interest to attend a European Tour in 2016, this can also be configured to include the 2016 World Conference on Timber Engineering in Vienna. Running from 28 August to 3 September, the Tour will include timber buildings of superb inspiration from Austria to Switzerland. | [Read more](#)



New Technical Design Guides to accelerate the uptake of wood products

With the release of four new titles - based on the results of the collaborative research consortium, STIC - engineers and architects are able to take advantage of new technologies broadening the applications for wood products. Available from the WoodSolutions website www.woodsolutions.com.au. | [Read more](#)

[Sign up](#) for a free WoodSolutions account. As a registered WoodSolutions member you'll be able to download design guides and other files, be informed of relevant WoodSolutions events in your area and receive the free WoodSolutions newsletter.

Statistics and Economics



Don't miss the DANA/FWPA Insights and Outlook Conference. Discounted Rate available for FWPA members
A one-day event at the Sheraton Melbourne on 1 September 2016, co-organised by DANA and FWPA, the Insights and Outlook Conference will provide valuable and insightful information into local and global timber markets. | [Read more](#)

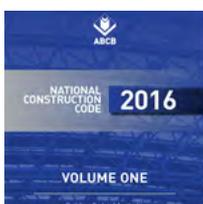


US visit accesses new data for FWPA statistics subscribers
Opportunities have progressed to access leading indicator data for the US industry. This information will be available through the FWPA data dashboard and will provide industry users with further understanding of the regional context in which the Australian industry operates.

[More information](#)

[Sign up](#) for a free Statistics Count Newsletter. Statistics Count is a monthly e-newsletter that provides FWPA members and associate members with a quick summary of key data hosted on the data dashboard. It also provides links to key data sets and coverage of articles of relevance from industry commentators.

Standards Coordination



National Construction Code (NCC) – Mid-rise Timber Buildings
The National Construction Code 2016, Volume One, was adopted by all Australian States and Territories effective from 1st May 2016. Work has continued in developing educational and technical support documentation for the NCC mid-rise timber building code change. [Read more](#)



Standards Australia Timber Committees (TM)

The Timber Committees are working through standards of importance to the industry. Work currently being undertaken includes:

- TM-010 Timber Structures and Framing
- TM-011 Engineered Timber Products
- TM-012 Timber Grading and Preservation

[Read more](#)

RD&E - News, Project Reports and Updates



Forest industry and climate change – opportunities from genetics and genomics – 20 July
You and your colleagues are invited by CSIRO, ANU and Western Sydney University to a symposium about the forest industry's preparedness for climate change and opportunities arising from genetics and genomics. | [Read more](#)



Commonwealth Rural R&D for Profit Program
We are pleased to report that one of the projects submitted via FWPA for this program has been approved for Commonwealth Government funding - 'Lifting farmgate profitability through high value modular agroforestry'. | [Read more](#)



ARC industrial transformation hubs announced
In early May, the Australian Research Council announced that a proposal from the University of Queensland to establish an industrial transformation research hub named 'Advanced Solutions to Transform Tall Timber Buildings' had been approved. | [Read more](#)



New Projects
FWPA's RD&E program invests in projects in the areas: Market Access and Development; Wood Products and Sustainability & Resources. The projects and their resultant outcomes are published on the FWPA website, along with some recently completed projects and their associated links. | [Read more](#)

[Sign up](#) to receive the research and development newsletter R&DWorks.

Capacity & Education



Forestry Learning - US expert addresses Primary Industries Education Foundation of Australia Conference
Leading US Forestry Educator Rick Zenn, from the World Forestry Centre in Oregon, spoke at the Primary Industries Education Foundation of Australia (PIEFA) Conference. | [Read more](#)

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