



ForWood – July 2013

Welcome to the July issue of ForWood.

Over the 2012/13 financial year, FWPA restructured its activities in response to the more tightly focussed investment priorities and the tough operating environment across the sector.

Since the last issue of ForWood, the FWPA Strategic Plan 2013 – 2018 and 2013/14 Annual Operational Plan have both been finalised. These determine the strategic and operational direction for the Company's activities and have been published on the website – [www.fwpa.com.au](http://www.fwpa.com.au).

I hope you enjoy reading this issue of ForWood and, as always, I welcome your feedback.

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LATEST NEWS



FWPA Strategic Plan 2013 – 2018 and 2013/14 Annual Operational Plan

Throughout 2012, a series of meetings with members and key stakeholders identified priority activities for FWPA and explored the business case for an expansion of activities.

While there was in-principle support for new and existing collaborative programs throughout the value chain, the industry was not in a position to fund all of these programs in the current challenging economic climate.

As a consequence, FWPA will focus on existing and new activities that have a shorter payback period. This means that some previously supported programs will be curtailed or deferred until levy income improves.

This is reflected in both the FWPA Strategic Plan 2013 – 2018 and 2013/14 Annual Operational Plan.

[Read more](#)  
[Read the FWPA Strategic Plan 2013 – 2018](#)  
[Read the FWPA 2013/14 Annual Operational Plan](#)



Understanding research needs regarding Social License to Operate for rural industries

A multi-sector workshop, organised by FWPA and CSIRO was held in Sydney on 22nd March 2013. 27 delegates, from a range of organisations across the Rural R&D corporations, discussed the challenge of developing a cross-sector research program to better understand, measure, and manage social license for Australia's rural industries.

[Read more](#)



New forest research forum and website: [forestresearch.net.au](http://forestresearch.net.au)

As recommended by the national research, development and extension (RD&E) strategy, a new national Forum has been established to help and an associated website to address the sector's RD&E needs and goals.

Visit the website: <http://forestresearch.net.au>

[Read more](#)



Looking for new customers? WoodSolutions could be your answer

In an age where finding new customers is an increasingly fragmented and expensive process, a 32% lift in traffic to the Supplier Listings pages of the timber and wood products industry website – [www.woodsolutions.com.au](http://www.woodsolutions.com.au) - offers a new cost effective alternative for suppliers of wood and wood products.

[Read more about WoodSolutions supplier listings](#)

INDUSTRY PROMOTION



A million+ reasons why WoodSolutions web site is working for industry

A recent analysis of visitor statistics using a year-on-year comparison for the WoodSolutions website, shows a significant increase of traffic to the site, with over 1.2 million pages views in the last year.

[Read more](#)



Michael Green, WoodSolutions presenter and global TED talk.

Canadian architect and promoter of massive timber building systems, Michael Green has given a presentation on tall timber buildings in the prestigious TED series.

Michael has twice been to Australia as a guest of WoodSolutions and it's good to see his enthusiasm for building with sustainably sourced wood reaching a global audience.

In addition to promoting new timber construction systems to other design and building professionals, communicating to the broader TED audience supports the social licence for our industry.

[See the talk here.](#)



WOOD art design architecture: Adelaide Exhibition Report

Wood, Naturally Better.™ is the Principal Sponsor of WOOD art design architecture, a two year touring exhibition developed by Adelaide's Jam Factory in collaboration with the Adelaide Botanic Gardens. It features 28 exhibitors and a 247 page catalogue.

The exhibition started in Adelaide and then to Mt Gambier. The Adelaide show attracted more than 18,000 visitors and extensive publicity. The exhibition was recently opened in Launceston, Tasmania.

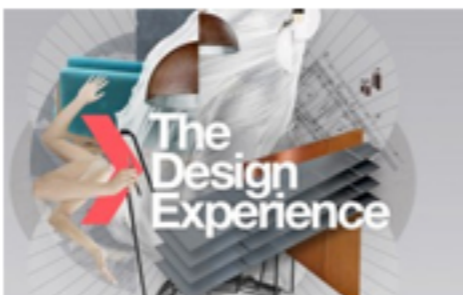
[Read more](#)



Building Designers Association of Victoria (BDAV) Timber Masterclass

In conjunction with the BDAV, WoodSolutions sponsored a Timber Masterclass. This comprised eight presentations, delivered over four evenings. Attendees satisfactorily completing the assessment received a WoodSolutions Timber Masterclass certificate and qualified for continuing professional development (CPD) points.

[Read more](#)



designEX sponsorship and speakers

Australia's premier interiors, design ideas and architecture event, designEX featured a WoodSolutions stand and sponsored seminar speakers including architects Dylan Brady, Robert Morris-Nunn and Debbie Ryan. These practicing architects have all been involved in notable timber designs.



ForestLearning progresses with curriculum development

ForestLearning, the FWPA resourced education program for Forest and Wood Products, has been working with the Australian Curriculum Assessment and Reporting Authority (ACARA) as well as the Primary Industries Education Foundation to ensure that Food and Fibre – including wood - is included in the new Australian Curriculum.

[Read more](#)

RESEARCH DEVELOPMENT & EXTENSION



R&D Works Webinars

These one hour online seminars – webinars – offer the opportunity for people to hear an expert speak on a specialist topic of relevance to industry members.

[Discover more](#)



How much water does a Eucalyptus nitens plantation use?

*PNC143-0809 Predicting the water-use of Eucalyptus nitens plantations in Tasmania using a Forest Estate Model*

No plantation can grow without water, but how much is needed and at what stage of the trees development? Read the answers found by a five year research project funded by FWPA.

[Read more](#)



Wrecking wood faster to get results sooner.

*PNB041-0708 Accelerated H3 decay testing for the faster evaluation of alternative preservative timber treatments*

Having timber that keeps its strength for decades in exterior applications is essential for many users of timber products. For processors, being able to test new treatments faster than real time is vital in bringing new products to market as soon as possible. This FWPA funded research is looking at ways of doing this.

[Read more](#)

PROJECT REPORTS & UPDATES



Completed projects

Each issue of ForWood will list the latest completed projects that have been uploaded to our website. Below are projects that have been uploaded since February 2013.

[Read more](#)



New Projects

Each issue of ForWood will list the latest approved projects. Below are projects that have been approved since February 2013.

[Read more](#)

STATISTICS AND ECONOMICS



The FWPA Softwood Timber Survey is now online

FWPA's new Statistics and Economics Program is now the custodian of the Softwood Timber Survey (STS). The survey tracks monthly sales volumes by product categories for Australian plantation softwood products from participating companies.

Participating companies can then view their figures against the aggregate for each product category and download reports.

Visit the survey website: [sts.fwpa.com.au/](http://sts.fwpa.com.au/)

[Read more](#)