



FORWOOD

September 2017



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Sometimes you need to look back to see how far you've come. That's the case for FWPA, as we celebrate our 10th anniversary – and the milestones we've achieved in collaboration with our valued members, who I'd like to thank.

In this edition, we'll also report on the success of our *Make It Wood* advertising campaign, outline new research and explore the FWPA/DANA Insights & Outlook Conference program.

As always, feel free to give me a call if there's anything you'd like to discuss.

FWPA turns 10

The numbers tell a story when it comes to FWPA's 10th anniversary. From developing a world-leading timber information website, to large-scale marketing initiatives and lessons for the next generation, here's a look at what we've achieved so far.

[Read more](#)



Ad campaign encourages consumers to 'Make It Wood'

A series of six 15-second television and online advertisements developed by Forest and Wood Products Australia (FWPA) and co-branded with Planet Ark have been kicking goals in terms of reach and changing public perceptions of wood in construction.

[Read more](#)

Improving log and woodchip export supply chain management

A new research initiative from the University of the Sunshine Coast will work to identify the most efficient and effective export log and woodchip supply chains. The group will examine innovative technologies, systems, methods and best practices from around the world

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Hope to see you at the conference!

What is happening to the traditional market appetite for native hardwoods and why? What's new in offsite construction? How does IKEA's purchasing policy relate to sustainability? These questions – and many more – will be discussed at the second [FWPA/DANA Insights & Outlook Conference](#) in Melbourne on 5 October.

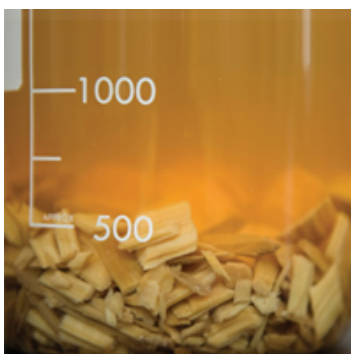
Featuring local and international experts, the conference is set to be a thought-provoking learning and networking opportunity. FWPA members receive a \$100 discount on registration.

[Read more](#)

FWPA Annual General Meeting

FWPA's Annual General Meeting will take place in Melbourne at 8am on 5 October as part of the [FWPA/DANA Insights & Outlook Conference](#), with members invited to have their say in person or by completing proxy forms. Matters to be addressed include election of members to the Board of Directors. Auditors RSM Australia Partners will be available via teleconference to answer any financial or audit questions.

[Read more](#)



Research funding available – if you're quick

Voluntary matched funding is once again being made available for collaborative research projects, thanks to an agreement between FWPA and the Federal Government.

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American study tour

A tour of advanced timber buildings and factories in North America has given Australian building professionals an insight into the opportunities associated with using both cross-laminated timber and conventional timber framing in major projects.

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Increased sales for domestic sawn softwood

Domestically produced sawn softwood products have experienced an unexpected surge in demand in defiance of expectations.

[Read more](#)

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.

Feedback and contributions

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