

Achieving Social Licence – are our people the key?

Mr Ross Hampton

Chief Executive Officer

Australian Forest Products Association

Darwin, November 2015





HOUSE

AFPA's VISION

AFPA will have the most profound and positive impact on economic participation and public opinion of the forest, wood and paper products industry.



AFPA's VISION

*AFPA will have the most profound and positive impact on **economic participation** and **public opinion** of the forest, wood and paper products industry.*









EXPORT OFFICE

FLEISHER INTERNATIONAL EXPORT

WARNING: WAREHOUSES ARE NOT BE WALKED ON WHILE ON PLATE

WARNING: WAREHOUSES ARE NOT BE WALKED ON WHILE ON PLATE





手から手へ
紙コモ

金封へチケットサイズ

MIDORI

手から手へ
紙コモ



MIDORI













ABC 1



ELL BAY
o mill project
world's greenest pulp mill







THIS IS WHAT
STATE GOVERNMENT
MANAGED ENVIRONMENT
LOOKS LIKE









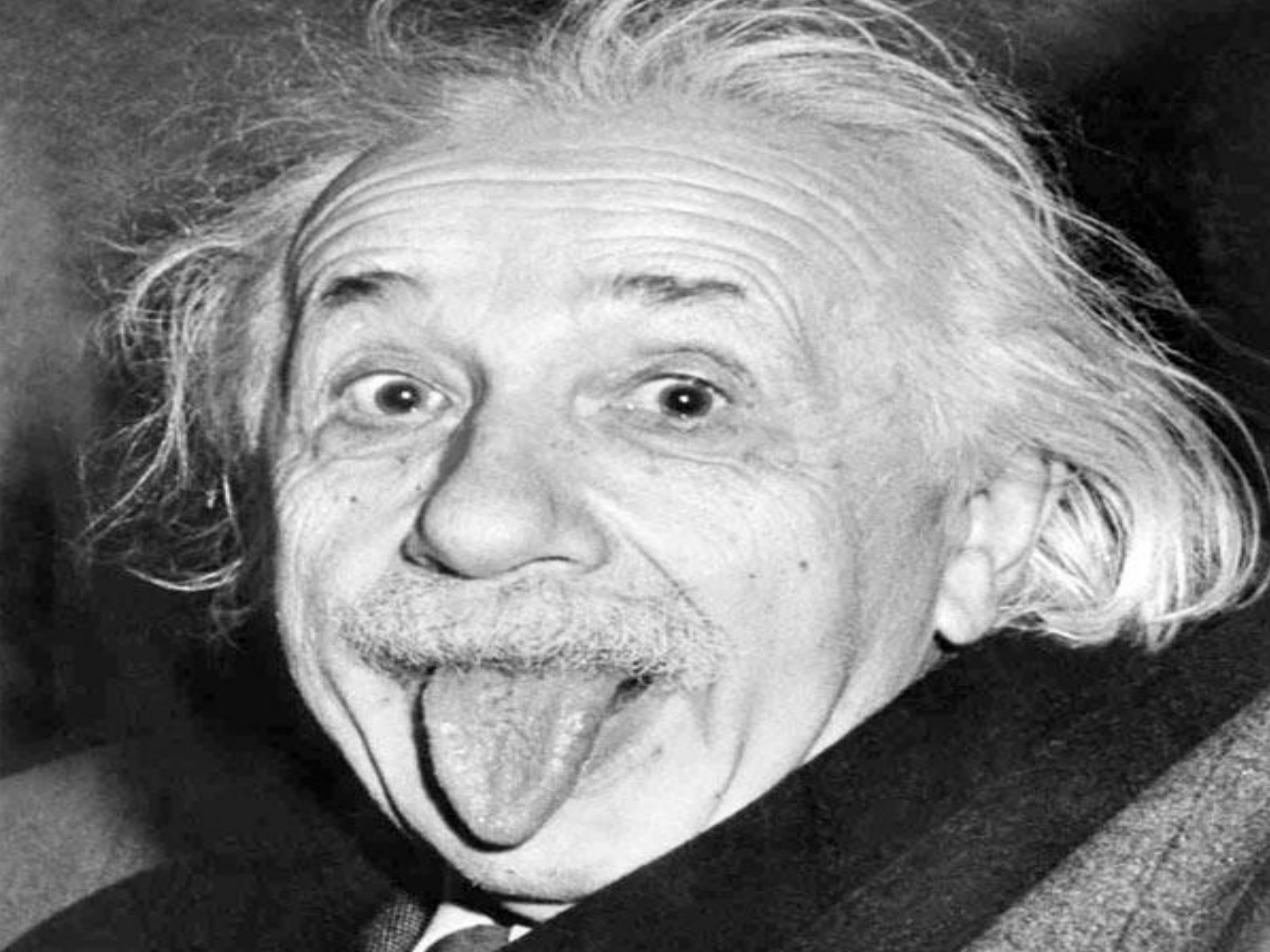
MICHAEL LONG

TRUCK & CRANE HIRE

STEWART







Diagnosis before Prescription

1. In 2015 who is our audience?
2. In 2015 what do they value?
3. Are we operating as 2015 businesses?







AVATAR

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\$2,783,918,98



**IT'S
LIFE JIM
BUT NOT
AS WE
KNOW IT**



From The Creators of Cars and The Incredibles



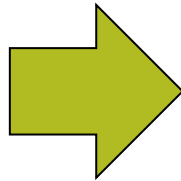
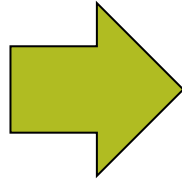
Disney · PIXAR
RATATOUILLE



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LIVE EXPORT

IT'S A CRIME AGAINST ANIMALS

Some trips should never be taken.

Animals
Australia
the voice for animals

RDVR taxi media

131 008

131 008

T
NSW

POLLINATE

**WHERE BRANDS, IDEAS
AND PEOPLE COME TO GROW.**

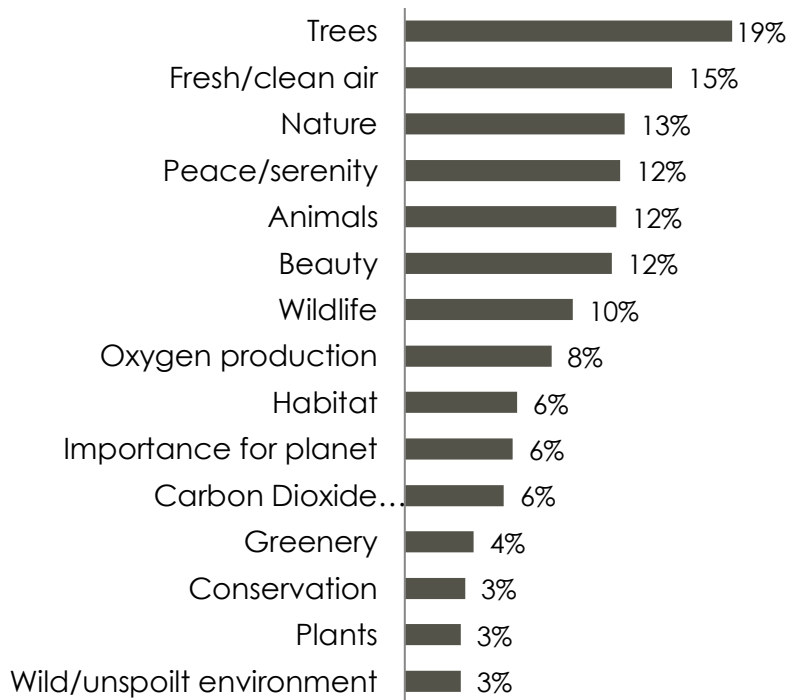


POLLINATE. WHERE BRANDS, IDEAS AND PEOPLE COME TO GROW



People see
a natural
forest as
'free' (and
good/
desirable)

After 'trees', key areas of value about forests are emotionally based



“The trees, which give us clean air, and provide a home for wildlife”

“The beauty, the bird and animal species that live in the forests and the oxygen that is released into the atmosphere by the trees and plants.”

“They are the earth’s lungs”

“They are abundant with trees that provide oxygen. Also, provide great scenery”

“The peace and natural beauty”

“Clean quiet habitat for animals and living creatures and things”

“The feeling of tranquillity they bring”

“The fact that nature is untouched and that animals and plants can live peacefully without pollution.”

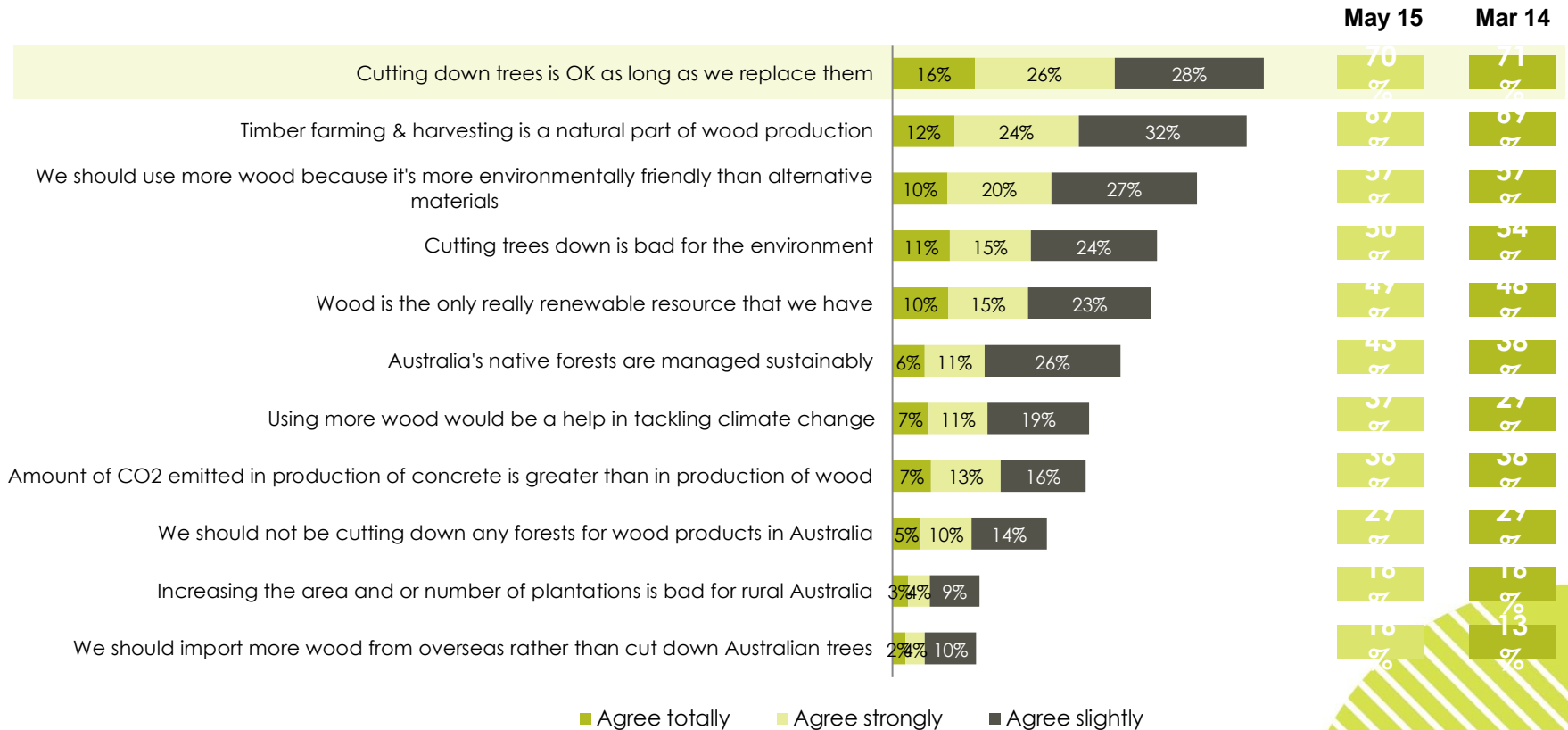
“The clean fresh air that the forests produce”

“Nature at its finest”

- **Valuable aspects of forests are as much physical as they are emotional**

People are OK with the idea of cutting down trees as long as they are replaced

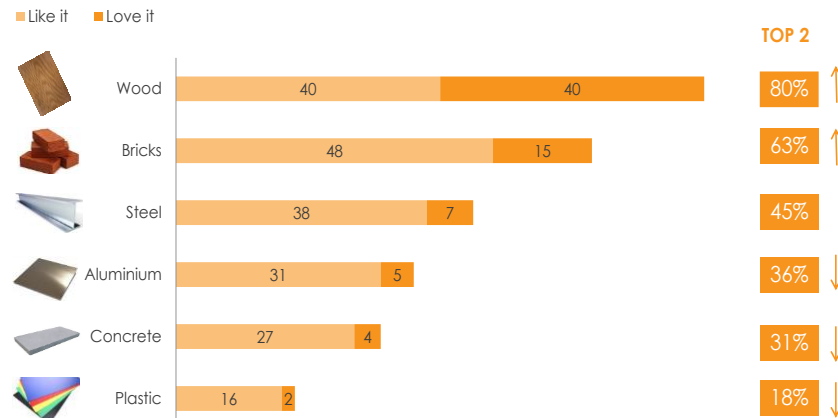
Agree at all (T3B)



- **However, 50% still agree that cutting down trees is bad for the environment**

And people love wood!

Wood has the strongest appeal compared to all other materials



QA7: Thinking broadly about the look and feel of various materials, which of these best describes your feelings towards the following? (n=1,031)

Whilst there is a distinct gap between wood and all other materials, bricks are also performing well on aesthetics



80%

either love or like wood

(FWPA March 2014)

Putting forests and wood together

People draw a
logical
conclusion that
we need trees
and we need
wood

People prefer wood
to concrete/steel

People prefer
Australian wood

People prefer native
forests to
plantations

People understand
that to get
Australian wood we
need to cut down
Australian trees

People would
prefer to have
more natural forest
than plantations

Which is why
people are OK with
cutting down trees
as long as they are
replaced

***We need a new narrative about
sustainable forest resources***



• The industry 

• Regional jobs

• Rural towns



- The industry



- Regional jobs



- Rural towns



• The industry



• Regional jobs



• Rural towns

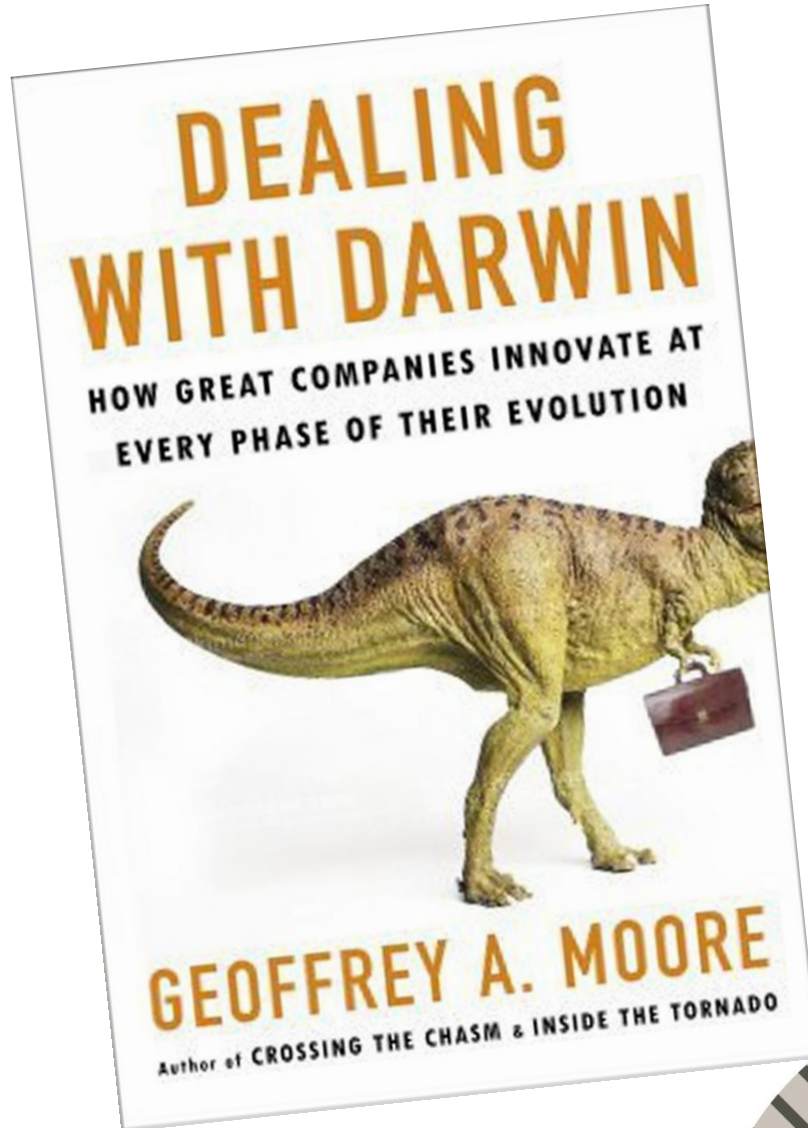


What don't we get marks for?

- **The pioneering spirit**
- **Building the nation**
- **Hard but 'honorable' work**

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Core

Process creates
*differentiation that
wins customers*

Context

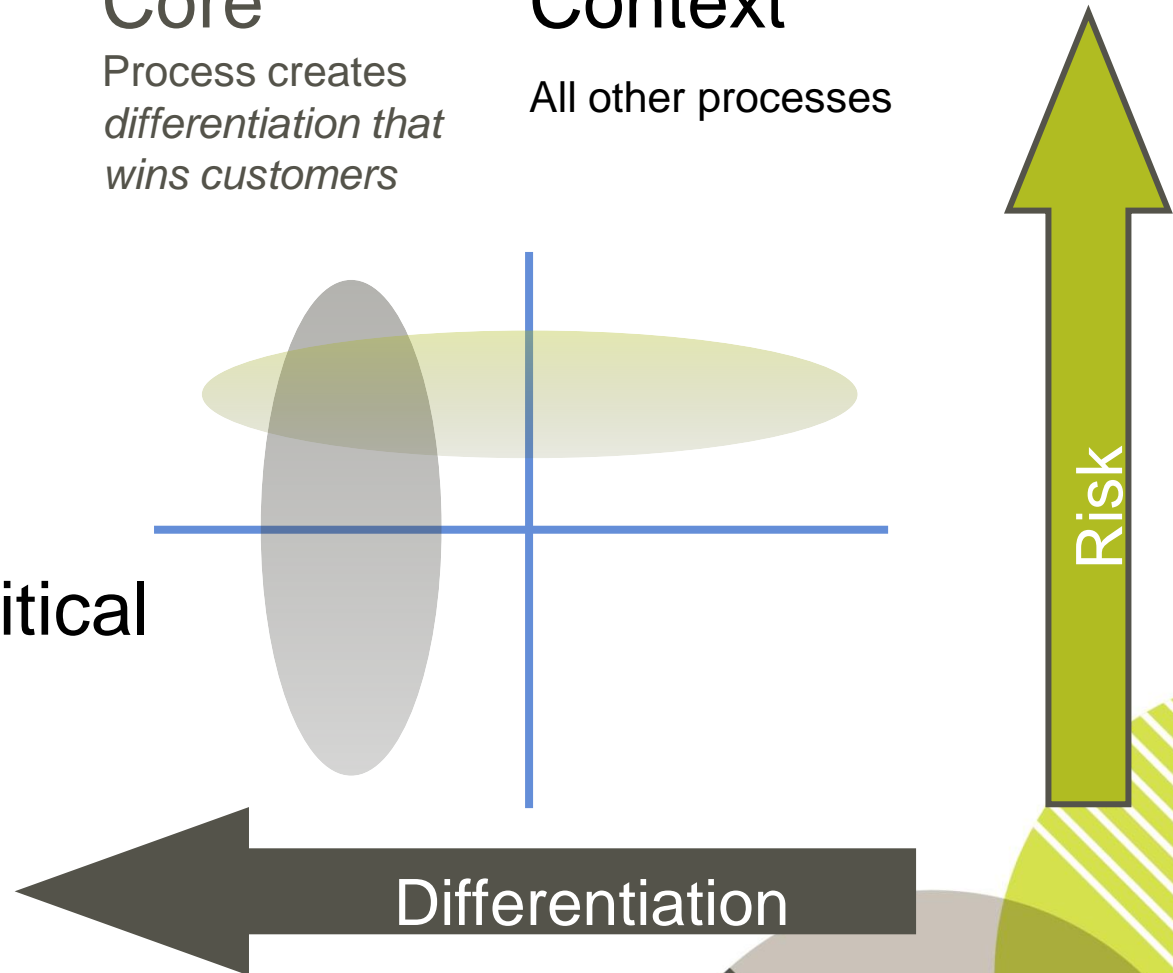
All other processes

Mission Critical

Process shortfall creates
serious and immediate risk

Non-Mission-Critical

All other processes



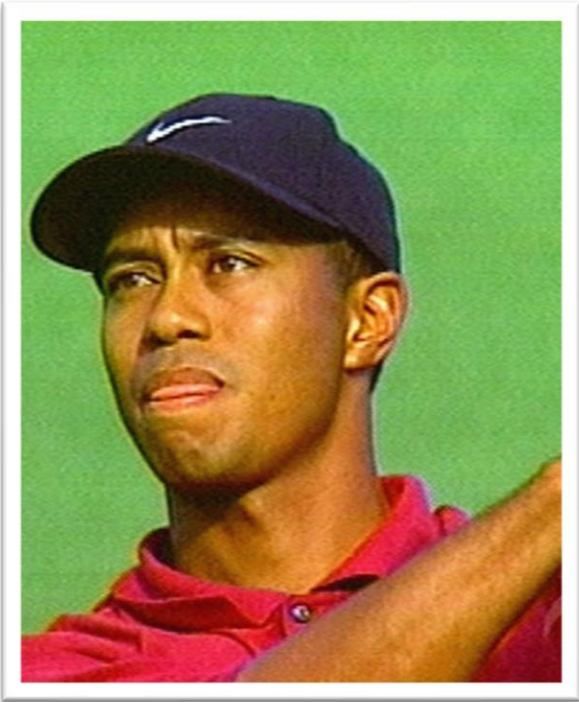
Differentiation

Risk

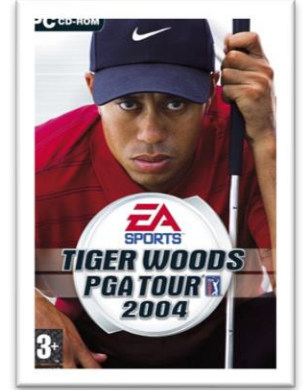
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Core



Context

Tiger's ranking fall



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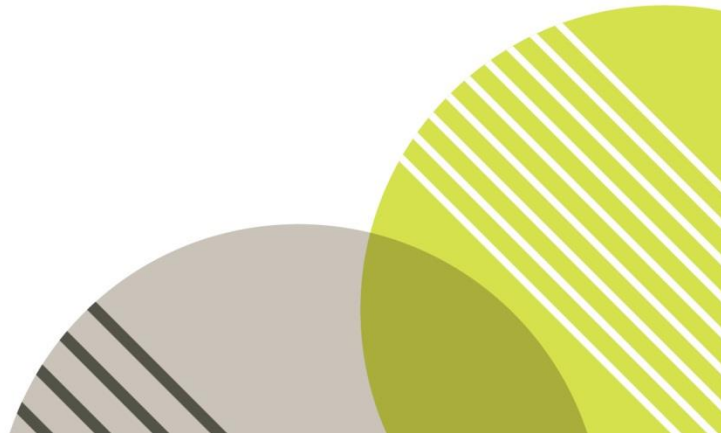
Prescription

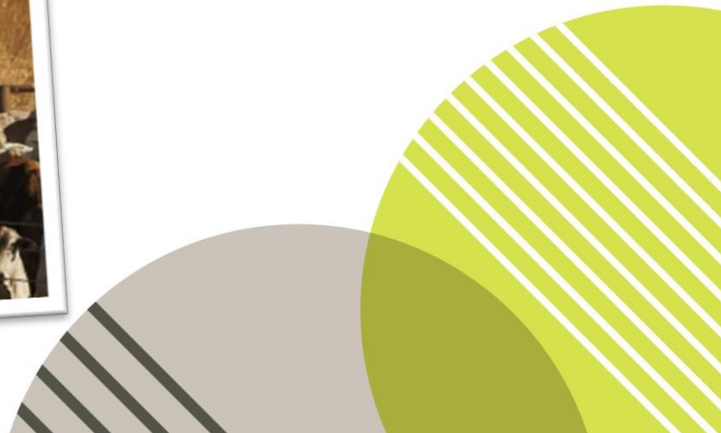
- 1. New approach** for a new audience with a new values hierarchy.
- 2. New narrative** about sustainable Australian forest industries.
- 3. New assessment** of what is core and what is context.

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Are our people the key?





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Yes

but only if we equip them
with
new
glasses

A decorative graphic in the bottom right corner consisting of two overlapping circles. The larger circle on the right is light green with white diagonal stripes. The smaller circle on the left is a muted greyish-green with white diagonal stripes.

MENU



YOUR SHOPPING CART IS EMPTY.

my dreams?



*“Talk to our community
in the values
they understand.”*

Senator Richard Colbeck 2015



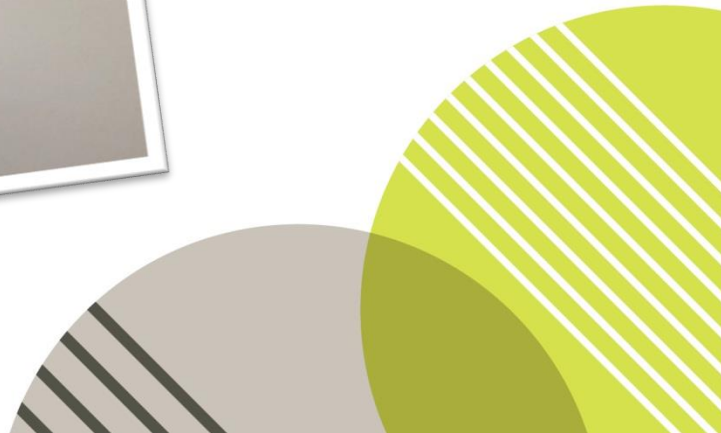
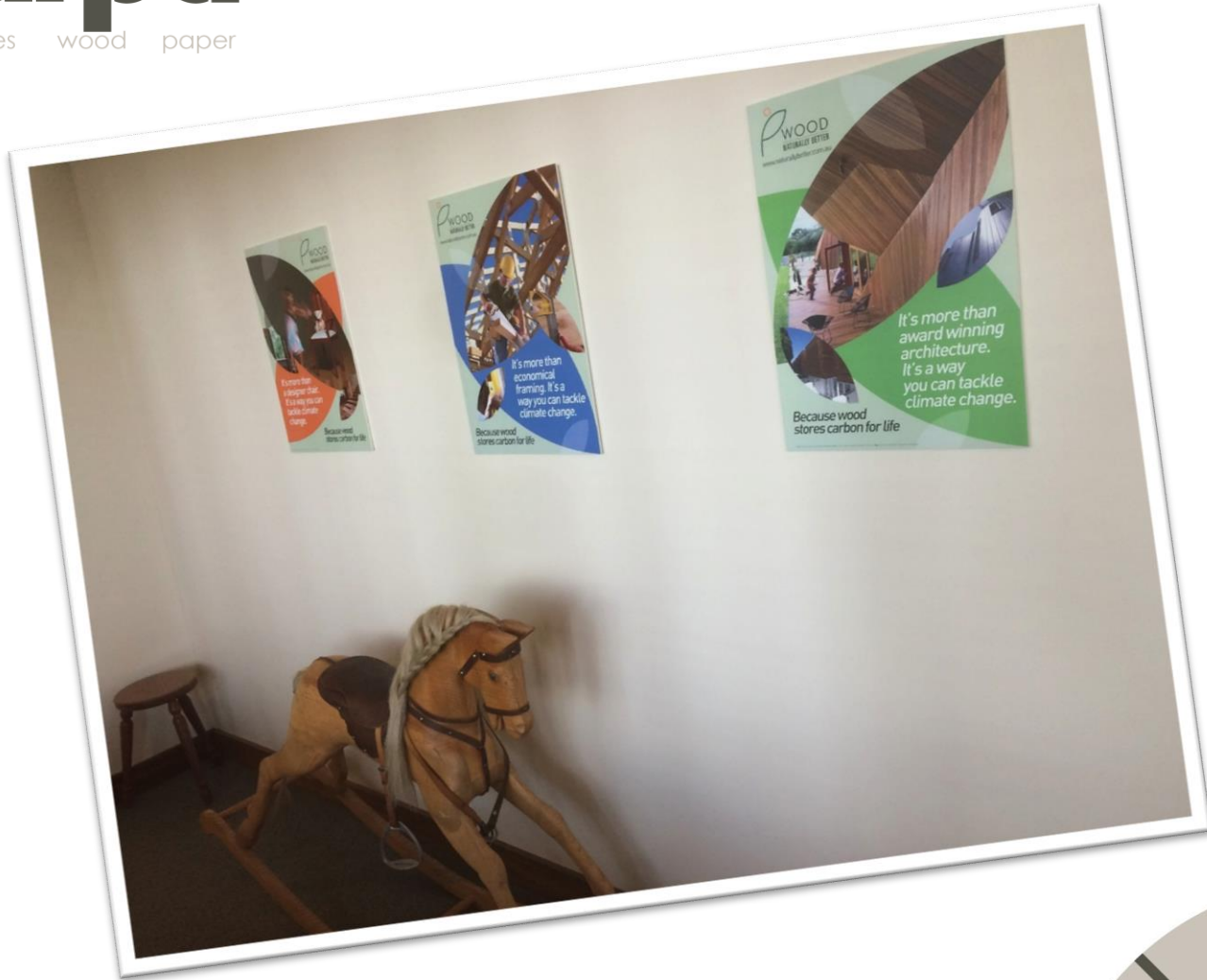




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tackle climate
change.*

*Because wood
stores carbon for life*

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Thank you

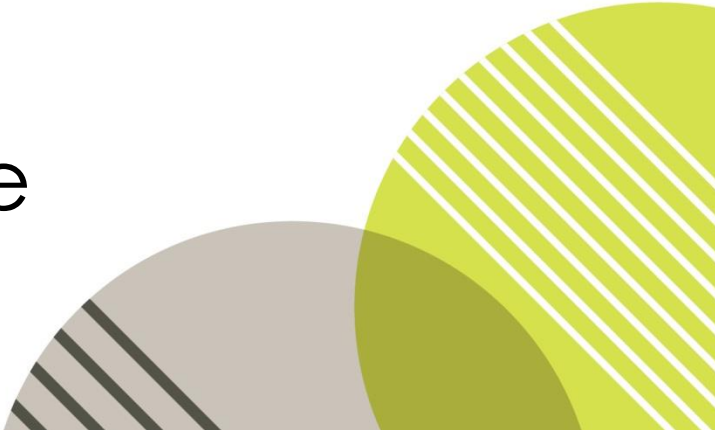
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The new values hierarchy

- Bushfire control
 - Multi use (bush access)
 - Year round jobs in the country
 - Eco system services
 - Carbon storage
 - Sustainable best practice
- 







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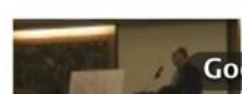
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Published on Oct 6, 2015

Up next







thank you