

## Rolling out the Responsible Wood message to trade.



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Sustainable... national Responsible Wood campaign rolls out across national timber trading network.



Katie Fowden... sending message to our customers – and their customers – that the wood supplied is from a reliable source.

# Rolling out the Responsible Wood message to the trade and consumers.

**A STRONG message about Australia's timber legality and sustainably-managed forests is being rolled out across the trade in a national campaign by Responsible Wood.**

• *Joining the promotion are Hyne Timber's Jeff Gibson, northern regional manager*

*(left), and Andrew Proctor, customer service manager, pictured on the cover at one of Hyne's Queensland distribution centres. They are pictured with packs of Hyne's T2 Blue framing.*

Hyne's manager, strategic relations, Katie Fowden said the Responsible Wood logo and its message were aligned to the company's wood sales and marketing policy.

"It sends a clear message to our customers – and their customers – through our national distribution network that the wood supplied is from a reliable source."

Responsible Wood CEO Simon Dorries said he was delighted by the wide acceptance of the logo at timber trade outlets across Australia.

"We're happy to 'beat the drum' about the legality and sustainability of Australian wood products and that they are from sustainably-managed forests," Mr Dorries said.

He said more than half of the users of the previous AFS brand had taken on the Responsible Wood logo – only a few months after its launch, which was a brilliant result.

Australian Forestry Standard

changed its name to Responsible Wood in November, implementing a clear consumer-focused strategy about the sustainability of certified wood products.

Mr Dorries said Responsible Wood was developing a marketing tool kit for use by RW certificate holders and had started a consultation process with retail and wholesale timber merchants.

"We're providing all the material they will need to add emphasis to their own consumer advice on certified wood products," he said.

We're happy to 'beat the drum' about legality and sustainability' – Simon Dorries

# Responsible Wood-certified cypress choice for \$38m Hobart wharf project.

**HOBART architects Circa Morris-Nunn set high standards in their selection of wood for their award-winning structures – it must be robust and dense, blend aesthetically with other materials ... and carry the highest credentials for certification and sustainability.**

All this criteria is on vivid display in their design of the \$38 million MAC01 hotel complex at Hobart’s Macquarie wharf re-development site, where Queensland white cypress is used in a magnificent three-dimensional faceted façade.

Sourced from the Hurford family’s Chinchilla sawmill on Queensland’s western downs, the cypress is certified to Responsible Wood’s standards for sustainable forest management (AS 4708).

“This certification is very important to us,” David Johnston, an architect with Circa Morris-Nunn, said.

Company director Robert Morris-Nunn added: “It’s about responsibility, both ecological and social, which is often underestimated.

“We believe that responsible use of environmental resources is the responsibility of those who design and build.”

More than 30,000 lineal metres of cypress produced from Responsible Wood certified sustainable forests in Queensland was used for the pitched roof, cladding – a mixture of 200x50m and 150x50m kiln-dried profile boards screw-fixed to external skins – and for hotel balconies and decks.



High credentials... the MAC01 hotel complex at Hobart’s Macquarie wharf features certified cypress. Photo Circa Morris-Nunn

“The timber was specifically used for its sustainability, material specification to meet fire hazard codes and durability for the waterside location,” David Johnston said.

Small amounts of cypress were used initially for walkways in the early stages of the project. The architects warmed to the species, using the “chosen timber” throughout the building. They had scoured timber merchants for supply and found Hurfords at Chinchilla was the only mill able to provide the amount of feedstock needed.

The pitched-roof structure, built to resemble a shipping shed, blends timber and glass to capture grand views over Sullivans Cove and Hunter Street’s 19th-century facades.

Tasmanian oak was used as a feature cladding timber in one wall of the building.



Responsible resource use is the responsibility of those who design and build

After demolition of the existing warehouse on the site the weight of the building was carefully designed and to create a modern building that retained the shape of the original warehouse. The ground floor is glazed to give a notion of the building ‘floating’ on the Hobart waterfront from both interior and exterior views.

The MAC01 was a team effort – Circa Morris-Nunn Architects, Stanton Management Group and Vos Construction and Joinery Pty Ltd, who created the magnificent Henry Jones complex, Australia’s first dedicated art hotel built within Hobart’s oldest waterfront warehouses.

# Hans Drielsma awarded AM for service to forest industry.



Honoured... Dr Hans Drielsma with  
Responsible Wood director Alison Carmichael

**A RESPECTED forester and the chair of Responsible Wood who has contributed enormously to the global acceptance of forest management and certification was awarded the Order of Australia (AM) in the Australia Day Honors.**

Hobart-based Dr Johannes (Hans) Drielsma has played a leading role in the development of the Australian Forest Certification Scheme, and its endorsement by the Program for the Endorsement of Forest Certification (PEFC).

Sends wider message about the value of foresters and forest management

The award is “for significant service to the commercial forestry industry, to sustainable management practices and certification programs, and to professional bodies”.

Dr Drielsma is a former director of the Institute of Foresters of Australia and a recipient, in 2015, of the institute’s highest award, the Norman W Jolly Medal.

He was a director of the PEFC council from 2006 to 2016 and served on the PEFC International governance review panel. He was also instrumental in a more active multi-nation promotion of PEFC in the Asian region.

Responsible Wood CEO Simon Dorries said Dr Drielsma’s Australia Day award was thoroughly deserved.

“The award recognises his support of sustainable forest management and his

dedication to standards work over decades,” Mr Dorries said.

“He was instrumental in the establishment of Australian Forestry Standard Ltd [now Responsible Wood] and his international efforts ensured the Australian standard was recognised by PEFC.”

Mr Dorries said Dr Drielsma’s Australia Day honour sent a wider message about the value of forestry and foresters and sustainable forest management; it also gave the Australian forest products industry the social license and credibility it needed to go forward.

Growing up in the Blue Mountains of New South Wales, bush walking and the Scout movement led Dr Drielsma to an early interest in the effects of the forest industry on the environment and local communities. Following postgraduate studies in natural resource sociology at Yale School of Forestry and Environmental Studies, he worked for Forests NSW and Forestry Tasmania. During his time in Tasmania, he led the introduction of environmental certification into the organisation.

Hans Drielsma said his father cultivated his interest in trees and forestry.

“He was always a man of the soil and trained in tropical agriculture in Holland before working for a short time in New Guinea as a forestry officer after the war,” Dr Drielsma said.

“He spent some time in Indonesia working with coffee plantations and, in a small way, the forestry sector. Both my father and mother then migrated from Indonesia to Australia in 1950, settling in the Blue Mountains.”



Regeneration... VicForests regrows all harvested areas with the same type of forest that was originally there. (VicForests photo)

## Forest auditors stars of TV, YouTube productions

# Responsible Wood goes bush.

**THE crew from 7MATE's Going Bush recently joined VicForests, and a team of auditors, to learn how native timber harvesting operations are certified in Victoria.**

General manager, corporate affairs, Alex Messina said forest certification was important to VicForests because it provided reassurance from third-party experts that its operations comply with internationally recognised environmental standards.

"Timber is one of the most environmentally friendly resources in the world as it is completely renewable," Mr Messina said.

"VicForests regrows all harvested areas with the same type of forest that was originally there.

"Timber stores carbon even after it has been converted into furniture and other wood products and is managed by world-class standards in Australia," he said.

For more than a decade, VicForests has been certified to the Responsible Wood Certification Scheme (previously Australian Forestry Standard), which is internationally recognised by the world's largest certification scheme, PEFC.

"Customers of timber products look to the forests and want to see it sustainably managed, but it's a very complex question," Mr Messina said.

"Having the branded certification on our timber products confirms for them that we are responsibly managing the forest and producing timbers they can use with confidence."

The Australian Standards sets out hundreds of checks and balances which forest managers must meet to achieve and retain certification. At its heart is the goal of managing forests to maintain their full range of environmental, social, cultural and economic values.

In order to maintain certification, VicForests is audited regularly by independent experts to ensure the standards are being met.

"VicForests undergoes surveillance audits every nine months and we undertake a full-scale audit of all our operations every three

years to retain certification," Mr Messina said.

"The auditors look into whether we are correctly applying the required management processes and are protecting all the necessary environmental values and biodiversity in the forest.

"After each surveillance audit we receive a report and within the report it identifies areas for improvement, which we work to address prior to the next audit.

"The challenge with forest management is it's a dynamic environment. As we learn more about a particular species or area there are opportunities to apply new methods.

"There's always new technology, new knowledge and things we can learn from that we might be able to try to improve our outcomes," he said.

The story aired on 7MATE in January and is available on the VicForests website and VicForests YouTube Channel.

Going Bush is a series that tells the story of Australia's forestry industry to an audience of around 100,000 viewers across the country.

Responsibly managing the forest and producing timbers that can be used with confidence



Thorsten Arndt addresses a forest sustainability conference... more than two-thirds of consumers globally agree that companies should use PEFC certification to demonstrate that the wood they are using is verified to originate from legal and sustainable sources.



Marta Gaworska... forests hold great promise for a sustainable future.

# Action plan the main framework to guide transition to green economy forest sector.

## THE environmental rationale for protecting forests is well known. Lesser known, but equally significant, is the role of forest products.

Forest products are key to a green economy, an economy that relies on sustainable materials with a minimal environmental footprint.

This is the spirit of the Rovaniemi Action Plan, a regional blueprint to support the contribution of the forest sector to the transition to a green economy.

Approved in 2013, the Rovaniemi Action Plan remains the main framework to guide the transition to a green economy in the forest sector in the UNECE (United Nations Economic

Commission for Europe) region.

In order to support countries' efforts to harness this potential, experts from 13 countries gathered in Geneva on February 13 and 14 a UNECE and FAO workshop to review actions undertaken by governments, international organisations and the private sector to implement the Action Plan.

PEFC, the Program for the Endorsement of Forest Certification, has been actively contributing to the Rovaniemi Action Plan since its inception.

The exchanges between different stakeholders highlighted that monitoring of the forest sector is well advanced in many countries, and emphasised the importance of data and information on sustainable forest management to support evidence-based policy-making for a healthy sector.

Many of the priorities of the action plan are under implementation, as part of

national plans for forests and the forest sector, as well as through business strategies of private companies.

Experts concurred that promoting the potential of sustainable forest products across sectors is a priority if forests are to make a meaningful contribution to the green economy.

"This is where PEFC comes in," emphasised Thorsten Arndt, head of communications at PEFC International and member of the UNECE/FAO teams of specialist on forest policy network.

The PEFC label, exclusively available on PEFC certified products, enables consumers globally to opt for products originating from sustainably managed forests," Mr Arndt said.

"In fact, a recent survey revealed that labels such as the PEFC label assure consumers most that environmental considerations and sustainable

development had been taken into account.

"Not surprisingly, more than two-thirds of consumers globally agree that companies should use PEFC certification to demonstrate that the wood they are using is verified to originate from legal and sustainable sources.

Marta Gaworska, chair of the UNECE committee on forests and the forest Industry (COFFI) and the UNECE/FAO forest policy network, added: "As foresters, we know the great promise forests hold for a sustainable future, and how forests products can support the transition to a green economy and contribute to more sustainable consumption and production patterns.

"What we need now is to make sure this message reaches other sectors and to the public at large. This is one of the main priorities of our work at the national and international levels."

Communicating benefits of certified forest products

# Double certification continues to grow joint PEFC/FSC data shows.



Ben Gunneberg... double certified forests at odds with PEFC's common objective.

**THERE has been a further increase in double certified forest area in absolute terms, according to the most recent data released by PEFC and FSC, the two global forest certification systems.**

While the total global certified area grew between December 2016 and June 2017 by 3.7 million ha, the double certified area increased by almost 1 million ha,

or 25% of the growth.

In total, 431.4 million ha of forests was certified to either PEFC or FSC in mid-2017 (2016: 427.7) of which 71.1 million ha (or 16.5%) were double certified (2016: 70.1 million/16.5%).

"This is at odds with our common objective to expand sustainable forest management," CEO of PEFC International Ben Gunneberg said.

"Every single hectare of double-certified forest area is a hectare too much," he said.

"One cause of double certification is market access, and here companies have a role to play: by accepting both PEFC and FSC, they remove the pressure on forest owners to double certify.

"In turn, this will help precious financial resources to be focused on expanding certification to forests that are not yet certified to either system."

## Snap to it. Photo contest will be forest experience.

Responsible Wood is again promoting a nation-wide photo contest, aimed at further raising awareness of the importance of sustainable forest management and certification. The contest theme – 'experience forests, experience PEFC' – enables participants to submit photos that fit this theme. This could embrace many topics, from forest landscapes to individual trees and plants, from harvesters to families hiking in the woods, from indigenous people to rural village life, from wooden buildings to photos of PEFC/Responsible Wood-labelled products.

The winning Australian entry in the PEFC contest will receive a \$500 gift voucher. The competition runs from Earth Day (April 22) to World Environment Day (June 5) and closes on June 5.

Responsible Wood opens the contest this month. Entries can be submitted electronically or by postal mail. All photos will remain with Responsible Wood for future use and promotion of Australian forest management.

Entries (any number) can be uploaded to Instagram **#RW2018PhotoContest** or emailed to PEFC Photo Contest at [sdorries@responsiblewood.org.au](mailto:sdorries@responsiblewood.org.au) or post to Responsible Wood, PO Box 786, New Farm, Qld 4005. Tel: (07) 3359 1758.





Clarissa Brandt... insight into the full industry supply chain.

Timber advantages in commercial building... delegates at the Doing Timber Business In Queensland seminar will visit the site of Lend Lease's King Street development in Brisbane, set to become the world's tallest timber office. (Artist's impression).

# Queensland industry has room to grow – get in early for TQ event.

**BOOK early or risking missing out... that's the message Timber Queensland's communications manager Clarissa Brandt wants heard for the 2nd biennial Doing Timber Business in Queensland: Room to Grow conference in Brisbane from April 18 to 20.**

"Everyone wants to know where and how our industry has room to grow," Clarissa said. "Part of the conference provides a chance to get a bird's eye view

of the timber products that are stimulating new opportunity – but only for the first 150 registrations."

Delegates will be moving offsite for the last session of the day to hear Lend Lease speak about the advantages that timber offer for commercial buildings, in an area overlooking the construction of their 25 King Street Development (the world's tallest timber office building). Due to space limitations this session will be limited to the first 150 delegates to book a conference ticket.

"Gaining an insight into how engineered timber and prefabrication is building our

future will be of direct interest to the full industry supply chain as they come together to assess development opportunities," Clarissa said.

"It's also attracting architects and engineers to register. Having timber specifiers attend our state conference is exciting and provides the chance to establish great business relationships," she said.

The conference offers plenty for people keen to know more about growth opportunities in indigenous community forestry development, regional industry hubs and Queensland's place in the national timber industry plan. Queensland has significant

forest resources that can play an even greater role in the state's economic future.

"Also, our keynote presentation on industry perceptions and market awareness from Howard Parry-Husbands, CEO, Pollinate, will be really useful for businesses working on their own marketing and advertising strategies."

The conference, supported by Responsible Wood, also features a forestry field tour, workplace health and safety workshop and two student award programs – SmartTimber18 and SmartForests18. Book now. [www.doingtimberbusinessinqld.com](http://www.doingtimberbusinessinqld.com)

## On the board

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