

Responsible Wood

Annual review of activities 2017 - 18

Chairman's Report – Strategic rebranding a great team effort

On behalf of the directors, I am pleased to present the 2017-18 Responsible Wood Annual Report. Responsible Wood has continued to deliver services and benefits to its members and those participating in the certification programme well beyond the size of the organisation.

The highlight of the year has been the strategic rebranding with the launch of our new name, Responsible Wood and our new logo. We are beginning to see the positive impact of our rebranding, improved communications and far more effective consumer messaging, with increased membership and certificates. One highlight of which we are particularly proud was our new logo winning the gold medal for the Oceania region in the prestigious International Best Brands Award.

We thank all of our members, certificate holders and supporters who have contributed enthusiastically and supported us through the strategic rebranding process.

Key audiences for our marketing strategy which is now building on the rebrand have been architectural and building specifiers, sustainability practitioners, brand owners, and industry. Through this we will raise the profile of the organisation, communicating

the values of sustainable forest management and build wider recognition and acceptance of Responsible Wood certified products in the market.

We have been particularly fortunate with three new directors joining the board during the period – Mark Thomson, a leading award-winning architect with a passion for environmental design using sustainably sourced timber; Katie Fowden, strategic relationships manager for Hyne Timber; and Judy Alexander, a professional forester and sustainability and certification expert. Mark, Katie and Judy have brought a new dynamic and passion to the board. We also wish to thank retiring directors Suzanne Little and Alan Bones for their dedication and input into the organisation.

Thanks to the continuing support of our members and certificate holders, Responsible Wood remains in a strong financial position, with a healthy surplus this year. Our plan for 2018-19 with the appointment of a new marketing and communications officer is to further increase resources into the invigorated program of promotional activity associated with the new brand to increase value for our certificate holders.

We continue our active participation in PEFC, and in particular with the current process of standards revision. I would like to acknowledge Suzette Weeding from

Sustainable Timber Tasmania, who joined the PEFC SFM Standards Working Group with our support, and has actively participated in the revision process, consulting with both Australian and NZ stakeholders. The revision of our Australian forest management and chain-of-custody standards will proceed during the coming year, with significant planning already underway.

Our partnership with the New Zealand Forest Certification Association has been strengthened, with Responsible Wood continuing to undertake the management and administration of the NZ scheme. We share the objective of a joint Australian-NZ forest management standard to underpin our schemes, and have jointly opened discussions with Standards NZ to that end.

Finally, I wish to thank all Responsible Wood Staff, particularly Simon Dorries, who continue to put in sterling efforts and my fellow directors for their dedication and professionalism in the governance of Responsible Wood in the interests of all our members, certificate holders and stakeholders. The achievements of

Responsible Wood this year are a compliment to them all.



– DR HANS DRIELSMA
AM, Chair
October 2018

Responsible Wood (The Australian Forestry Standard Trading as Responsible Wood) is a not-for-profit public company that promotes the sustainable management of Australia's forests and traceability of wood products through its management of the Responsible Wood Certification Scheme (RWCS).

At the heart of the RWCS sit two Australian Standards® and in order to manage the Scheme effectively, Responsible Wood is a Standards Development Organisation accredited by the Standards Development and accreditation Committee of Standards Australia (SDAC) to develop and maintain Australian Standards® within its scope of accreditation.

Responsible Wood is the Australian member of the Programme for the Endorsement of Forest Certification (PEFC) and the RWCS is one of thirty national forest certification schemes endorsed by the PEFC.

Each year, Responsible Wood publishes an Annual Review of Activities to inform its members, stakeholders and the general public of progress in administering the RWCS.

This review covers the period 2017-18 and was presented to members at the Annual General Meeting of Responsible Wood in Brisbane in October 2018.



*Macq O1 Hotel.
Responsible Wood-certified cypress supplied by Hurfords.
Architect: Circa Morris-Nunn Architects.
Structural Engineer: Gandy & Roberts Consulting Engineers
Photographers: Adam Gibson*

*Gordon Street Pavillion.
Australian Sustainable Hardwoods.
Hardwoods certified by
Responsible Wood.
Architect: Katz Architecture.
Structural Engineer: Rudds Consulting
Engineers.
Photographer: Darryl Whittaker*



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On the board

Dr Hans Drielsma AM, B.Sc. For
(Hons), M.F.S., M.Phil., Ph.D., FAICD (chair)

Alison Carmichael

Nathan Trushell B.Sc. (REM), MIFA

Colin Fitzpatrick

Katie Fowden

David West B.Sc. (For), MBA

Craig Smith

Mark Thomson

Judi Alexander

Chief Executive Officer

Simon Dorries

Winning entry in the 2018 national Responsible Wood photo contest – Early Morning in the Bago Forest – entered by Robyn MacRae of Tumut, NSW. The contest was designed to promote the economic, environmental and social aspects of forests in Australia.

Responsible Wood Certification Scheme

The Responsible Wood Certification Scheme sets out the specifications and procedures that ensure the highest standards of management, transparency and accountability in Australia's forest sector.

In order to ensure best practice, two Australian standards sit at the heart of the Responsible Wood Certification Scheme – the Australian Standard® for Sustainable Forest Management (AS 4708) and the Australian Standard® for Chain of Custody of

Forest Products (AS 4707).

Australian Standard® AS 4708 provides reassurance to consumers of certified wood and paper products that the forests from which those products originated are independently audited and verified as well managed.

Obtaining certification demonstrates that management practices meet requirements for best practice in sustainable forest management, including:

- Biodiversity of forest ecosystems is maintained or enhanced

- The range of ecosystem services that forests provide is sustained
 - they provide food, fibre, biomass and wood.
 - they are a key part of the water cycle, act as sinks capturing and storing carbon, and prevent soil erosion.
 - they provide habitats and shelter for people and wildlife; and
 - they offer spiritual and recreational benefits.
- Chemicals are substituted by natural alternatives or their use is minimised
- Workers' rights and welfare are protected
- Local employment is encouraged
- Indigenous people's rights are respected
- Communities have an opportunity to

provide input into the process.

Chain of Custody certification against Australian Standard® AS 4707 ensures requirements for tracking certified material from the forest to the final product are met and that the wood contained in the product or product line originates from certified forests and controlled sources.

Internationally, the Responsible Wood Forest Certification Scheme is endorsed by PEFC, the world's largest sustainable forest certification scheme, which sets high standards for forest certification and sustainable forest management in line with society's ever evolving understanding and expectations.

The standards are reviewed every five years to ensure they represent best management practice and reflect community expectations.



Review of Activities 2017 - 18

Responsible Wood, has maintained a very high level of activity during 2017-18.

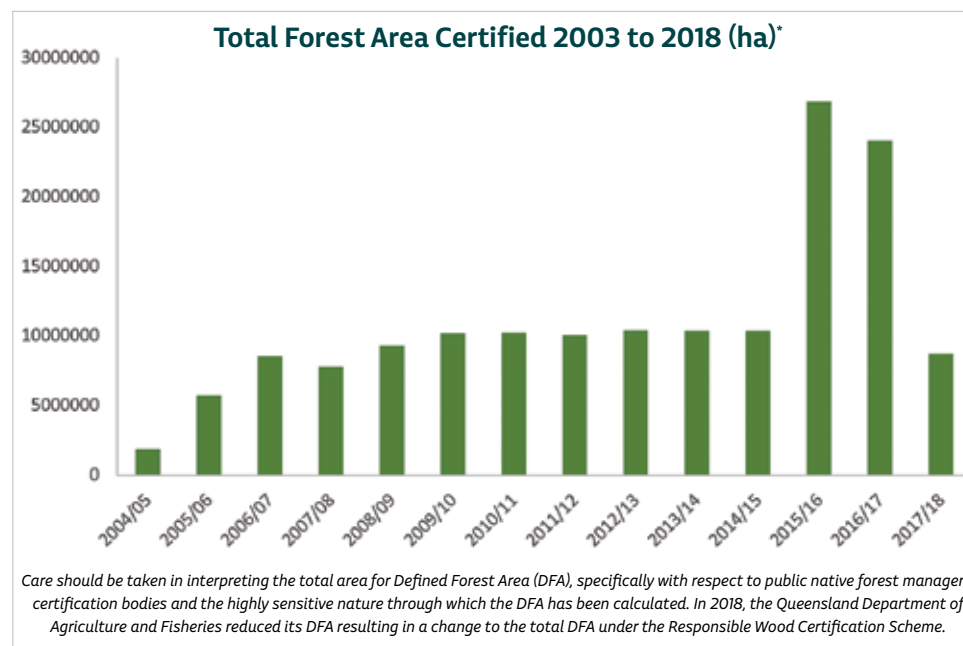
In addition to routine activities, during this period, Responsible Wood completed a major strategic review of our branding, messaging and communications. This resulted in the change to the organisations trading name from the Australian Forestry Standard to Responsible Wood with the new name and brand launched at the November 2017 annual general meeting. The aim of the rebrand is to increase consumer focus, brand presence and improve consumer awareness and appeal.



In addition, the new Responsible Wood logo was launched at the November 2017 annual general meeting.

We thank all of our members and stakeholders for their support, feedback and input to this process.

During the period, Australian Standards



AS4707 Chain of Custody of Forest Products and AS4708 Sustainable Forest Management were kept current and up to date with Responsible Wood welcoming any processing requests for minor revisions, amendments or updates.

This is a fundamental requirement of Responsible Wood's accreditation as a standards development organisation

(SDO) by the Standards Development and Accreditation Committee (SDAC) and the ongoing endorsement of the RWCS by the international Programme for Endorsement of Forest Certification (PEFC).

In addition to operating and maintaining the RWCS, Responsible Wood continued to operate as the PEFC National Governing Body for Australia.

Certification

Forest management certification

The majority of Australia's commercial production forests (plantations and native forests) continued to be certified against the Australian Forestry Standard (AS 4708 Sustainable Forest Management – economic, social, environmental and cultural criteria and requirements) in 2017-18.

Australian Standard AS 4708 underpins the Responsible Wood Certification System.

The total area of certified forest in Australia (the sum of the individual Defined Forest Areas (DFAs)) decreased significantly from 24 million hectares to 8.8 million hectares due to the Queensland Department of Agriculture and Fisheries rationalising its DFA and removing significant (largely non-forest) leasehold areas where timber harvesting is permitted, but unlikely to take place in the foreseeable future. The total number of forest management certificates increased by two to 27.

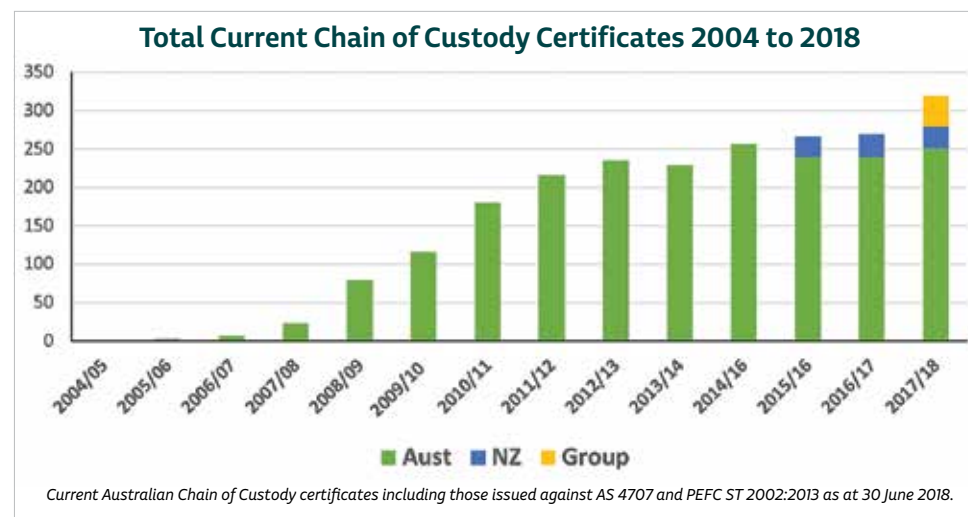
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It should also be noted that during the period, NSFP Smartfibre Pty became the first group certification to be registered under the Responsible Wood Certification Scheme. Group certification is where small independent forest managers form a cooperative or group for the collective certification of the forests which they manage. Group certification defrays the certification and management costs over a larger number of participants, allowing more cost-effective forest certification that becomes attractive and affordable for small forest growers.

Chain of Custody certification

Responsible Wood recognises Chain of Custody certificates issued against the Australian Standard® (AS4707 Chain of Custody for Forest Products) and the PEFC Standard (PEFC ST 2002:2013 Chain of Custody of Forest Based Products - requirements).

The total number of Chain of Custody certificates administered by Responsible Wood increased from 270 to 319 as at 30 June 2018. This total includes both Chain of Custody certificates issued for New Zealand



and Group Chain of Custody in Australia.

Group Chain of Custody certification has grown strongly with 40 individual companies now participating in Group Chain of Custody, under two individual certificates.

Accredited certification bodies

The number of certification bodies notified to issue certificates increased during the year with AsureQuality accredited by JAS-ANZ to certify against the Sustainable Forest Management Standards AS 4708

and AS NZS 4708.

There are now six certification bodies accredited by JAS-ANZ to issue Forest Management certificates in Australia or New Zealand to AS4708 or NZ AS 4708. There are 13 certification bodies accredited to provide chain of custody in Australia against the PEFC Chain of Custody standard or AS 4707. In New Zealand, three certification bodies have been notified to issue forest management certificates to NZ AS 4708 and eight to provide PEFC Chain of Custody certification.

Responsible Wood has continued to provide the mandatory training to certification bodies to ensure they meet the training provisions and competencies required by JAS-ANZ and other accreditation bodies. In addition, Responsible Wood has also been providing specific training to certification bodies required to extend their JAS-ANZ Scope of Accreditation to provide certification in New Zealand.

Responsible Wood has continued active engagement with certification bodies by facilitating workshops. The 2017-18 workshop was delivered in August 2018 in Brisbane and was attended by over 10 staff representing most certification bodies operating in Australia and New Zealand.

In addition to certification bodies, the workshops were attended by Responsible Wood staff and JAS-ANZ. The workshops provide a forum where certification and accreditation requirements (including new provisions) are discussed, changes and updates to standards are reviewed, the activities of Responsible Wood and PEFC are communicated and feedback on the operation of the certification scheme is provided. Attendance at these workshops is

recognised by JAS-ANZ as contributing to the mandatory training required by the relevant scheme rules.

PEFC in New Zealand

Responsible Wood has continued to

administer the PEFC scheme in New Zealand on behalf of the New Zealand Forest Certification Association (NZFCA). NZFCA is the PEFC governing body for New Zealand.

One new forest management certificate was issued to the New Zealand Forest Management Standard NZ AS 4708 during the period. There are now four Forest Management certificates in New Zealand with well over 400,000 hectares of PEFC certified forests. The number of Chain of Custody certificates remain relatively unchanged. Under the agreement with NZFCA, Responsible Wood maintains all registrations and notifications, takes inquiries and applications from New Zealand, liaises with certification bodies and ensures that the Scheme Rules administered by JAS-ANZ are applied in New Zealand, as they are in Australia.

Richard Stanton Award for Excellence

In 2015, AFS Ltd established the Richard Stanton Award for excellence as an on-going memorial to the late AFS national secretary Richard Stanton. The Richard Stanton Award is given to an individual demonstrating

Commitment... Nick Capobianco, senior lead auditor at SCS Global Services (left), and Responsible Wood's Simon Dorries, CEO, and Jason Ross, marketing and communications officer, participate in the Responsible Wood project certification audit during the refurbishment of Timber House in Brisbane.



excellence and is open to individuals that have made a significant contribution to, or can demonstrate:

- Innovation, improvement or excellence in forest management or chain of custody certification.
- A strong commitment to the Responsible Wood Certification Scheme and sustainable forest management.
- Innovation and improvement in the promotion and marketing of Responsible Wood certified products.

The winner of the 2017 Richard Stanton Award for Excellence was Lou Coutts of Hancock Victoria Plantations for her excellent work related to stakeholder engagement.

Ms Coutts holds the position of the HVP

external relationships manager and during this time has significantly improved HVP's public profile and stakeholder performance.

Some key improvements include:

- Developing a page on the HVP website for interested stakeholders to be informed of operations being undertaken in their area of interest.
- Developing a web-based public access system whereby those wishing to utilise plantation areas for recreation, events, filming etc. can arrange this online and complete an induction.
- Changing the branding of HVP on the website and internal and external publications.
- Administering and maintain Alpine Community Plantations Inc. (ACP Inc.) a

A FOCUSED MISSION

Our goal is to achieve nothing less than the total certification of all wood and wood products in the Australian market.

Through certification, education and communication, we will develop a demand for Australian wood products that are sourced using sustainable forest management practices tailored to specific regions and environmental conditions.

Our endorsement program provides confidence for consumers, differentiating certified wood products, making them easier to buy.

We believe that certification plays a critical role in building a truly sustainable future that can be shared by forest growers and manager, manufacturers, retailers and consumers.

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joint venture between Alpine Shire, HVP Plantations and Bright community groups for managing plantation access including international downhill cycling events.

- Driving branding and launch of HVP's mission, vision and values program and organising annual awarding of recognition of staff helping to progress these values.
- Developed a stakeholder management system to record, report and monitor stakeholder input and interactions as well as completion of tasks assigned.
- Training HVP and contractor staff in community relations, dealing with conflict and being more open and transparent.
- Upgrading of all HVP policies and procedures for community relations, stakeholder management to improve the performance on a social level.

Standards & Accreditation

Responsible Wood remains one of only five Australian entities accredited as a Standards Development Organisation (SDO) by the Standards Development and Accreditation Committee (SDAC). SDAC sits under the Board

of Standards Australia. Responsible Wood was subject to its yearly surveillance audit by an SDAC-appointed auditor in November 2017. The result was excellent with no non-conformances. As a result of the audit, SDAC accreditation of Responsible Wood as an SDO to develop Australian Standards® for Forest Management and Australian Standards® that support the Australian Forest Certification Scheme was maintained.



PEFC

The Responsible Wood Certification Scheme (RWCS) is endorsed by the Program for Endorsement of Forest

Certification (PEFC), an international non-profit, non-governmental organisation dedicated to promoting Sustainable Forest Management (SFM) through independent third-party certification. PEFC is recognised in 49 countries through national governing bodies and has 42 endorsed national certification systems and about 307 million hectares of certified forests. PEFC is the world's largest forest certification system covering about 20,000 individual sites and representing more than 750,000 individual forest owners. PEFC certifies approximately

two-thirds of all certified forests globally.

PEFC is an umbrella organisation. It works by endorsing national forest certification systems developed through multi-stakeholder processes and tailored to local priorities and conditions. To ensure consistency across all PEFC-endorsed standards, all national systems wishing to be PEFC recognized undergo rigorous independent assessment to ensure their compliance with PEFC's sustainability benchmarks.

PEFC criteria, regulations and guidelines also include provisions for standards development and implementation and define requirements

for stakeholder engagement in standard setting and scheme development; regional and group certification, certification and accreditation procedures, chain of custody, logo use, and complaints and appeals mechanism.

PEFC requirements are elaborated in detailed meta-standards, themselves developed through global multi-stakeholder and public consultation processes.

Responsible Wood is a member of the Customer Engagement Group (CEG). The CEG has the responsibility to advise PEFC on marketing, industry and consumer engagement strategies.



Scanning logs for transport in Victoria's Responsible Wood-certified forests.
(Photo Vic Forests)



Responsible Wood chair Dr Hans Drielsma, AM (left), and CEO Simon Dorries, look over the operations of Juken New Zealand at the company's Masterton plywood and LVL facility during a meeting of the board in Wellington.

Strong messages about Australia's timber legality and sustainably-managed forests has been 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 at one of Hyne's Queensland distribution centres.



One outcome from the CEG is the PEFC sponsorship and support for the Sustainable Timber Award at the World Architectural Festival. This prestigious award recognises the best architectural designs utilising sustainably sourced timber products. Responsible Wood director Mark Thomson has been appointed to the judging panel for this prestigious award to be presented in Amsterdam in October.

Standards Review – Australian Standards

The two Australian Standards® which underpin the Australian Forestry Standard Certification Scheme – AS4708-2013 Sustainable Forest Management and,

AS4707-2014 Chain of Custody for Forest Products – were kept current and up to date during the period. The responsibility for maintaining these standards sit with two standing committees, the AS4708 and AS4707 standards reference committees (SRC). Representatives for these committees are provided by nominating organisations representing economic, social and environmental interests. Nominating organisations represent a broad and diverse range of stakeholders including manufacturer's associations, environmental groups, trade unions, academics, certification bodies and the supply chain.

There were no amendments to AS4708. There was one amendment to AS 4707

Chain of Custody for Forest Products during the period under review. The amendment removed an unintended restriction to membership of producer groups established for the purpose of group Chain of Custody certification.

AS 4707 originally restricted the operation of producer groups to within a single Australian state. This restriction was unintentional and resulted for the adoption of the PEFC international Chain of Custody Standard where the terms 'country' and 'state' were used in different context.

Standards Review – PEFC Standards

In 2016, PEFC commenced a major review of their complete suite of standards. This includes the PEFC standards for: Sustainable Forest Management (ST 1001)

Group Forest Management Certification (ST 1002); Procedures for Forest Management Certification (ST 1004, new); Standard Setting (ST 1003); Logo Usage Rules (ST 2001); Chain of Custody of Forest Based Products (ST 2002); Procedures for PEFC Chain of Custody Certification (ST 2003); Endorsement of National Systems (GD 1007); Requirements for Accreditation Bodies (new)

The revised PEFC standard for standards setting was approved and endorsed by the PEFC General Assembly in November 2017. Work has continued on the other standards with the standards for Sustainable Forest Management and Group Certification undergoing the public consultation/comment process.

These standards are on track to be completed and approved at the 2018 PEFC General Assembly.

Responsible Wood has been actively engaged

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in the review process and was directly represented on three of the working groups – Working Group One - Sustainable Forest Management (ST 1001); Working Group Two - Group Certification and Requirements for Certification Bodies (ST 1002, ST 1004); and Working Group Three - Standards Setting (ST 1003).

Marketing & Communications

During 2017-18 Responsible Wood in partnership with 9 Strategic completed an extensive strategic review into the effectiveness of our branding, messaging, communications and impact as an organisation.

The review clearly showed that the Australian Forestry Standard name and logo were not delivering impact with consumers. After extensive consultation, the new name Responsible Wood was adopted, a new logo developed and key messaging revised. The new name and logo launched at the November 2017 annual general meeting has been well received with the logo receiving an international award for consumer-focused branding.

Responsible Wood has been rolling out the new logo to members and certificate holders. Guidance materials for use of the Responsible Wood logo have been produced and most certificate holders completed the application process and access to the updated logos has been provided.

In addition to the new name and logo, Responsible Wood has produced a new data base. The website is more interactive, modern and provides facilities for posting and circulating news items.

The website also includes a searchable data base that allows searches based on wood species, product types, location and type of certification. This is a powerful tool that is intended to greatly assist in proactive marketing of certified products.

Responsible Wood takes the position that all sustainable forest management is good and we will strive towards the goal where 100% of wood products sold in Australia are from sustainably-managed forests.

During 2017-18, we maintained a strong



Launching the Responsible Wood brand in Hobart last November are CEO Simon Dorries and chair Dr Hans Drielsma, flanked by new directors elected at the AGM – Katie Fowden and Mark Thomson.



Sponsor... Simon Dorries, CEO, Responsible Wood (left), fields wood certification inquiries on the Responsible Wood stand at the LIVE event in Sydney, which attracted architects, students, teachers, amateurs and professional woodworkers.

focus on marketing and communications. Responsible Wood maintained a specifier contact program with a focus on engagement with specifiers through direct contact and by attending selected events and seminars.

We met directly with many businesses either consuming directly, reselling or specifying forest and wood products to ensure that corporate procurement policies were favourable to Responsible Wood and PEFC certified materials. We attended a number of architectural and sustainability conferences and expos to promote Responsible Wood directly to specifiers.

Responsible Wood continues to undertake a range of communication activities including maintenance of its website (www.responsiblewood.org.au), an increased advertising program, publication of media releases and regular update opinion pieces. Responsible Wood has been prominent in industry and trade electronic media and has been very successful in having material published. Responsible Wood continued

to publish our quarterly e-newsletter. The e-newsletter is being republished by a number of affiliated organisations and supporters as well being provided directly to members, certified organisations and stakeholders.

In addition to the above activities, certified companies, through their own marketing and communication activities, make an enormous contribution to the promotion of the Responsible Wood and PEFC logos and the concept of Forest Management and Chain of Custody certification in Australia. As logo use is becoming more common, recognition is increasing.

Finance & Administration

Membership

Responsible Wood is a not-for-profit public company limited by guarantee. Membership of Responsible Wood is open to all organisations and individuals who support the objects of the company as set out in the constitution. As at 30 June, 2018, Responsible Wood had 33 members, an increase of five from the previous year

with the following organisations/individuals taking up membership: Australian Furniture Association; Australian Timber Importers Federation; Big Rivers Group; Furniture Industry Association of Australia; and Ms Helen Murray (individual).

Governance

The directors report and audited financial reports for 2017-18 were prepared and provided to members prior to the 2018 AGM, in accordance with the Corporations Act requirements.

In accordance with the Responsible Wood Constitution, three directors are required to retire at each AGM. The directors retiring in 2017 were Suzanne Little, Alison Carmichael and Craig Smith. In addition, Alan Bones resigned due to a change in roles and a new position outside of the wood products sector.

Following his resignation, Alan Bones was replaced by Katie Fowden as the new director nominated by supply chain members. Craig Smith was reappointed on the nomination of employee representative organisations. Alison Carmichael could not re-nominate as a director for the community/social/environmental members due to a change



in roles. However, she was reappointed by the board as an independent director. Judy Alexander joined the board on the nomination of community/social/environmental members.

Mark Thomson, a well-known architect specialising in environmentally friendly design, also joined the board as a new independent director.

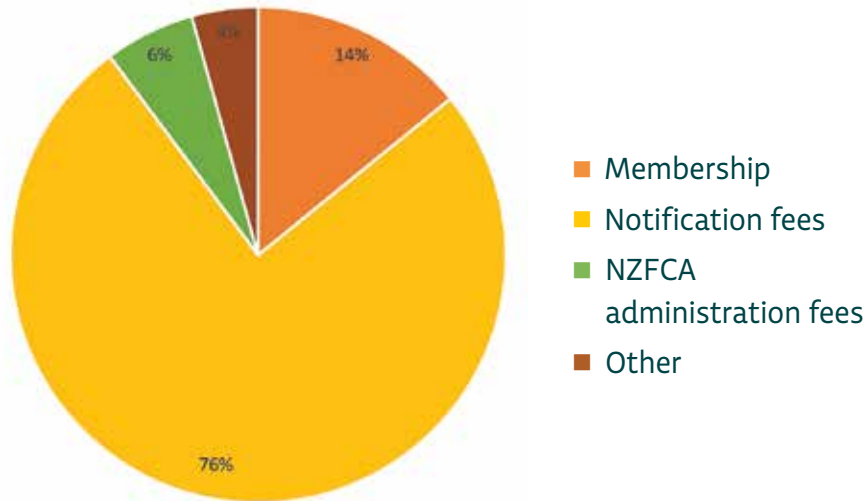
Dr Hans Drielsma (independent chair) and Colin Fitzpatrick, David West and Nathan Trushell (nominated by members) continued to serve through 2017-18 as directors.



Out and about... visiting the Responsible Wood stand at Frame 2018 are Wyn Bromley, head of department, ATS Building Products, Sydney, and Mike Hill, John Cook & Sons, Sydney.

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Responsible Wood Income by Source



Finance

The audited accounts show the financial outcome for Responsible Wood for 2017-18 was a surplus of \$155,645 increasing net assets (total equity) to \$1,043,879. Net current assets improved from \$886,238 at 30 June 2017 to \$1,042,719 at 30 June 2018. Cash increased by \$83,649 over the year to \$791,033 at 30 June 2018.

Responsible Wood is a not-for-profit company. The board has sought to build up and maintain a sufficient cash reserve to ensure that the company can operate effectively and manage through predictable market and five-yearly standards revision cycles. In the short-term, the board intends to devote increased resourcing into brand promotion and marketing to increase value for our certificate holders.

Responsible Wood CEO Simon Dorries (left) and chair Dr Hans Drielsma AM present the 2017 Richard Station Memorial Award for Excellence in Forest Management to Lou Coutts, external relations manager for HVP Plantations. The inaugural winner of the award in 2015 Dr Marie Yee, senior conservation planner, Sustainable Timber Tasmania, adds her congratulations.



There was no increase in fee schedules in 2017-18. However, an increase in notification fees (formally logo use fees) as a proportion of Responsible Wood income resulted from growth. In addition, income was received from New Zealand for administering the PEFC Scheme on behalf of the NZFCA. Other income such as subscription fees paid by members and interest were overall relatively unchanged.

Management & Staff

- Simon Dorries, *CEO/National Secretary*
- Jason Ross, *Marketing & Communications Officer (from August 2018)*
- Sue Crerar, *Accounts & Registrations*

- Tracey Schoemaker, *Administration*
- On-going contract services were provided by:
- Alan Snow of Alan Snow Consulting (*standards development & SDO accreditation advice*)
 - Jim Bowden, *Communications & Marketing*
 - Mark Parsons, *Secretary AS4707 Standards Reference Committee*
 - Gary Fetherstone, *Secretary AS4708 Standards Reference Committee*



Printed on PEFC-certified paper stock.





Responsible Wood.
Excellence in the use of timber products. Australian certified timber category.