

Responsible Wood

Annual review of activities 2021 - 2022



Responsible
Wood

RW/1-10-1



FRONT COVER

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

2022 Entrant: Alatus (creative school hub in Mt Eliza). **Architect:** FJMT Studio. **Builder:** 2Construct. **Photographer:** John Gollings.

Chairman's Report

On behalf of the Directors, I am pleased to present the 2021/22 Responsible Wood Annual Report. This has been a very successful year with significant progress in growing the Responsible Wood Scheme.

The critical contribution that sustainably grown wood products make to our global and national well-being is being increasingly recognised as the implications of climate change, energy transition and global instability become more apparent. Responsible Wood will continue to progress its mission to promote sustainable forest management and the use of sustainably produced wood and forest products, seeking to drive value for our members and certificate holders.

Our standards revision process, which extended over a number of years was finalised with the publication of both the joint Australian/New Zealand forest management standard and the Chain-of-Custody standard. These standards are now operative and have also been submitted for assessment and endorsement by PEFC, which is expected in the current year.

The area of certified forest continues to grow and after some years of stability, a pleasing growth also in the take up of Chain of Custody certifications. There has been increasing presence and recognition of the PEFC and RW brands in the market, and we are very focussed on seeing further improvement.

We remain focused on building relationships and engagement with our members, certificate holders certifiers and wider stakeholders to develop stronger understanding and commitment to SFM, to our SFM standards and the RW trust mark. As foreshadowed last year, we re-oriented and increased resourcing into our SFM capability and marketing and communications. The employment of a Sustainability Manager, together with an enhanced digital presence, and participation in allied campaigns has seen a significant increase in outreach to our members, stakeholders and wood product users and specifiers across both Australia and New Zealand.

Of note has been the formal recognition of Responsible Wood certification by the Green Building Council, following several years of close engagement with the Council in

the development of their new assessment framework.

We remain strongly engaged with PEFC, which is adopting a stronger regional focus which will be of benefit for our markets in Asia. Our joint program with PEFC, PEFC Japan and Australian sponsors is successfully promoting PEFC to the Japanese market. We chair the PEFC Asia-Pacific Promotions Hub, with members across the region, and participate in the global PEFC Marketing, Communications and Advocacy working group and the PEFC sponsored World Architecture Festival.

Our Community Grants Program, which was again a great success in its second year saw an increased number of applications with five successful community organisations working in partnership with certified forests funded across four States. We will continue with this program which contributes to our goal of enhancing community engagement with and understanding of forest certification.

Responsible Wood remains in a strong financial position. With strong reserves, we adopted a deficit budget to allow investment in the new strategic areas. We will continue this investment, funded from reserves in coming years with a view to further growth

and commensurate return. Revenues increased modestly through the year, despite no increase in notification fees.

David Little and Dr Kerrie Catchpoole were elected to the Board by members. I wish to acknowledge the contribution of retiring directors Patrizia Torelli and Judy Alexander and thank them for their dedication and valuable contributions.

I wish to thank all Responsible Wood staff, particularly Simon Dorries, who continues 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.

Finally, we thank all our members, certificate holders, certifiers, working group members and supporters across both Australia and New Zealand who have contributed enthusiastically and continued to support us and our mission for sustainable forest management.



**– DR HANS DRIELSMA
AM, Chair
October 2022**

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).

We are 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.

We are the Australian member of the Programme for the Endorsement of Forest Certification (PEFC). The RWCS is one of 48 national forest certification schemes endorsed by the PEFC.

Each year, we publish our Annual Review of Activities to inform members, stakeholders and the public of its progress in administering the RWCS.

This review covers the period 2021–22 and was presented to members at the 2022 Annual General Meeting of Responsible Wood.



Eliston Family and Community Centre .
The community centre uses Responsible Wood certified GoodWood Victorian Ash.
Architect: The 2A Architectural Studio.
Builder: Lloyd Group.
Photographer: Tatjana Plitt.



Annandale CLT House.
Responsible Wood-certified Cross Laminated Timber (CLT).
Architect: Still Space Architecture.
Builder: Arc Projects.
Photographer: Brett Boardman.

Eric Tweedale Stadium.

The glulam roof cantilevers over eight metres over the seating, creating a simple yet impactful and beautiful form that also gives historical reference to the forest that once dominated the site.

Client: Cumberland City Council.

Architect: dpw | design worldwide partnership.

Photographer: Brett Boardman.



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On the board

Dr Hans Drielsma AM
Stuart West
Katie Fowden
David Little

Craig Smith
Mark Thomson
Dr Kerrie Catchpoole
Dr Tony Bartlett

Mark Gauthier
Chief Executive Officer
Simon Dorries

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.

Two Australian Standards sit at the heart of the Responsible Wood Certification Scheme — the Australia/New Zealand Standard® for Sustainable Forest Management (AS/NZS 4708:2021) and the Australian Standard® for Chain of Custody of Forest and Tree Based Products (AS 4707:2021).

Australia/New Zealand Standard® AS/NZS 4708:2021 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 because they:

- provide food, fibre, biomass and wood
- are a key part of the water cycle, act as sinks capturing and storing carbon, and prevent soil erosion
- provide habitats and shelter for people and wildlife; and
- 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 peoples' rights are respected
- communities have an opportunity to provide input into the process.

Chain of Custody Certification against Australian Standard® AS 4707:2021 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.

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 2021 - 2022

A popular and key activity is the Responsible Wood Community Grants Program, which was run for the second year in 2021–22. The program supports regional and rural Australian communities to create and complete local forest-based projects that suits both communities and the forests’

needs. Funding can be used for many different types of forest based projects, and may include; the construction or upgrade of picnic facilities, tracks, interpretive signage, forest rehabilitation or habitat improvement, bushfire related commemorations or forest based art installations.

Community Grants were awarded for collaborative community-based projects, activities or events that connect local communities to Responsible Wood certified forests.

Out of the 18 community groups that lodged applications, five community groups were awarded grants (totalling more than \$45,000). Grants were provided to communities in South Australia, Victoria, New South Wales and Western Australia.

We would like to extend gratitude to Ms Megan Graham, Project Manager for the Responsible Wood Community Grants Program.



Planting Seeds, one of the recipients of the 2021-22 Responsible Wood Community Grants Program: Bed & Breakfasts for Birds, Bees and Biodiversity program

The Responsible Wood Small Grants Program

Listed in the table are successful grant recipient details:

Community Group	Project	Region
Planting Seeds	Installation of nesting boxes in New South Wales primary schools as part of the B&B Highway – Bed & Breakfasts for Birds, Bees and Biodiversity program	Cumberland, New South Wales
Friends of the Heysen Trail	The restoration of the popular Rossiter’s Hut, a 19th century shepherd’s hut located along the 1,200 km hiking Heysen Trail	Pewsey Vale, South Australia
Gippsland Forestry Hub	A forestry career pathway program, working with the local education sector and employment agencies to train, up-skill and promote opportunities for employment	Gippsland, Victoria
Human Projectile MTB Club Inc	Installation of bespoke timber furniture in the popular Fox Creek Bike Park located in the Adelaide Hills	Adelaide Hills, Adelaide
Green Skills	Improvements to the farm forestry and wetland site at Denmark	Denmark, Western Australia

Review of Activities 2021 - 2022

We are, in partnership with PEFC International and Australian sponsors, providing a full-time marketing resource to support Australian Responsible Wood/PEFC certified suppliers in the Japanese market.

Tokyo-based Japan Marketing Manager, Ms Makiko Horio, is reaching out to a wide range of PEFC brand users in Japan to promote PEFC certified forest fibre to a wide range of businesses. In addition, Ms Horio is also exploring new ways of communicating

information, research and certification systems to the wider Japanese industry.

A highlight for the scheme, in 2022 was recognition by the Green Building Council of Australia (GBCA) under the new Responsible Products Framework. The new framework, which provides guidance for all building materials used in Green Star projects and will apply to all new Green Star Rating Tools published by the Green Building Council of Australia. The Responsible Wood Certification

Scheme was assessed as 'Best Practice' and 'Good Practice' across four credit categories – Responsible Structure, Responsible Envelope, Responsible Finishes and Responsible Systems.

As part of the roll-out of the new updated AS/NZS 4708:2021 Sustainable Forest Management (SFM) and AS 4707:2021 Chain of Custody standards, Responsible Wood held a series of workshops and meetings with all SFM and key Chain of Custody certificate holders. These workshops provided an overview of the new standards, including information on the key changes and transition process, these sessions were held throughout Australia and are planned to be held in New Zealand in July 2022.

Responsible Wood also presented at a number of forums including the to the; University of Melbourne forestry students; Tasmanian Forest and Forest Products Network; Leschenhault Timber Industry Dinner; hosted a biodiversity webinar with Forestry Australia.

Since being updated in 2021, the new updated webpage is performing well and provides a user friendly platform for



David Millard, Parkside Group, Simon Dorries, CEO, Responsible Wood, Julie Pellicciari, executive and compliance coordinator at Wespine Industries, Alex Holdsworth, carbon emissions manager, Opal, and Craig Dunn, general manager, public relations and sustainability, Opal Group, at the AFPA-Timber Queensland forest industries dinner.

members, certificate holders and consumers of Responsible Wood certified products.

Our scheme continues to grow from strength to strength with an increasing number of members and scheme holders using the Responsible Wood brand in the marketplace. Despite global uncertainty, demand for Responsible Wood and PEFC forest certification remains steady as we continue to reach out to specifiers and consumers of forest-based products.

We thank our members and stakeholders for their ongoing support, feedback and input in this extensive process.

Reviewing Our Standards



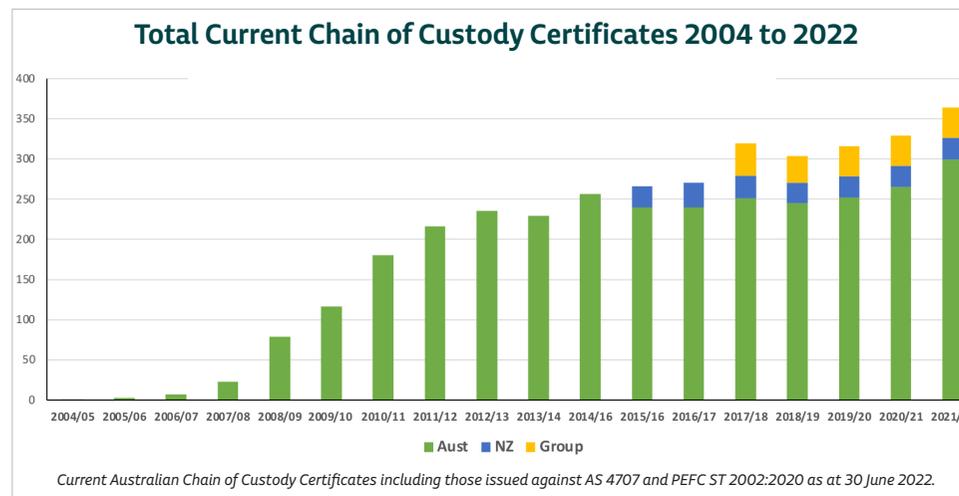
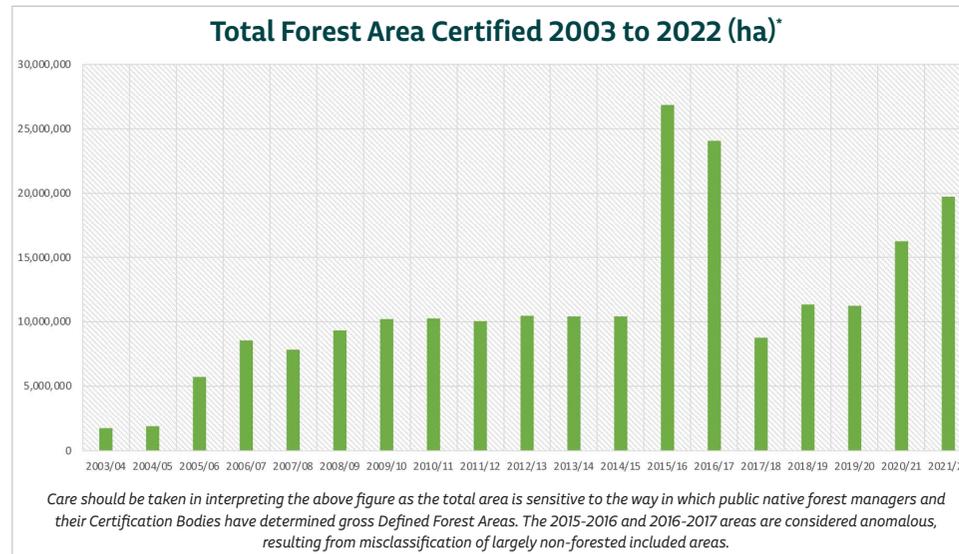
Responsible Wood/ PEFC Japan Marketing Officer Makiko Horio promoting PEFC to the Japanese supply chain.

During the period, Responsible Wood completed comprehensive reviews of AS 4707:2021 Chain of Custody for Forest and Tree-Based Products and AS/NZS 4708:2021-Sustainable Forest Management with the revised Standards being published in September and December 2021, respectively.

Completion of the Standards was the culmination of three years of hard work by two dedicated Standards Reference Committees. Members of Standards Reference Committees donate their time freely to develop Australian Standards in the interests of the public good. Responsible Wood passes on our thanks and appreciation to all dedicated members of our Standards Reference Committees.

The review ensures the Standard incorporates the latest knowledge, best practices and evolving stakeholder expectations, as well as ensuring consistency with current PEFC requirements.

The Standards Reference Committees in addition to developing drafts for public consultation reviewed approximately 450 submissions of public consultation following the release of the public comment drafts.



Public consultation is a fundamental requirement of our accreditation as a Standards Development Organisation (SDO) by the Standards Development and Accreditation Committee (SDAC) and the ongoing endorsement of the RWCS by PEFC International.

Responsible Wood is now focusing on the roll out of the revised Standards providing a series of workshops in both Australia and New Zealand to ensure that all new requirements are fully understood and the transition to the latest Standards is timely and effective.

In addition to operating and maintaining the RWCS, we continue to operate as the PEFC National Governing Body for Australia and provide administrative services for the New Zealand program on behalf of the New Zealand Forest Certification Association (NZFCA).

Certification

Forest management certification

The total area of certified forest in Australia, the sum of the individual Defined Forest

Review of Activities 2021 - 2022

Areas (DFA), has increased to 19.7 million hectares primarily with new areas of forest for VicForests and the Western Australian Forest Products Commission brought into the scheme. This represents an almost 20% increase in DFAs over the 2020–21 period. The total number of forest management certificates reduced from 29 to 27, this was

due to two forest managers transferring their forest management estate to another forest manager.

Every year, PEFC International awards PEFC members that have achieved the biggest increases in PEFC-certified forest area and PEFC chain of custody certificates. At the November 2021 PEFC General Assembly, Responsible Wood was recognised and received the award for the highest growth in certified area.

The majority of Australia's commercial production forests (i.e., plantations and native forests) continued to be certified against the Australian Forestry Standard (AS 4708 Sustainable Forest Management).

RFF (formerly Reliance Forest Fibre Group Scheme) and the ForestSmart Group Certification Scheme administered by PF Olsen Australia Pty Ltd are currently registered for Group Certification under the Responsible Wood Certification Scheme. Group Certification is where small independent forest managers form a co-operative or group for the collective certification of the forests in which they

Matt de Jongh of Responsible with Max Weidenbach and Ann La Sala of Forico at a Forico managed pine plantation near Launceston.



manage. Group Certification defrays the certification and management costs over a larger number of participants, making forest certification more cost effective and accessible to small forest growers.

Chain of Custody certification

Responsible Wood recognises Chain of Custody certificates issued against the Australian Standard® (AS 4707 Chain of Custody of Forest Products) and the PEFC Standard (PEFC ST 2002:2020 Chain of Custody of Forest and Tree Based Products — Requirements).

The total number of Chain of Custody certified sites has increased from 329 to 363 as of 30th June 2022. Eleven new CoC certificates were issued during the period with the remainder in the growth due to new sites added to existing CoC certificates.

Chain of Custody Certification has continued to grow at a higher rate than past years indicating an increased demand for CoC certification.

Group Chain of Custody Certification has remained strong with 28 individual companies participating in Group Chain of Custody, under two individual certificates.

Accredited certification bodies

Four certification bodies are accredited to issue Forest Management certificates in Australia and/or New Zealand to AS/NZS 4708. In addition, thirteen certification bodies are accredited to provide Chain of Custody in Australia and New Zealand against the PEFC Chain of Custody Standard or AS 4707.



Young natural regrowth spotted gums captured in the warm colours of a sunrise across a property near the Responsible Wood-certified NSW state forest.



*Campbell Town Workshop
Left to right as follows: Matt de Jongh, of Responsible Wood, Daniel Hodge of Sustainable Timber Tasmania, Tony Stonjek of AKS Forest Solutions, Mark Leech of Fine Timber Tasmania, Gayle Quin of Timberlands Pacific, Sandra Hetherington of Norske Skog, Dan Ryan of AKS Forest Solutions, Leanne Chappell of SFM Forest Products, Simon Cook of Forico, Ann Lasla of Forico and Darryn Crook of Reliance Forest Fibre.*

We have continued engagement with certification bodies by facilitating workshops. The 2021–22 workshop was delivered remotely in July and was attended by 14 staff representing most certification bodies operating in Australia and New Zealand. 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 as contributing to the mandatory training required by the relevant scheme rules.

PEFC in New Zealand

We have 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. There are now five Forest Management certificates in New Zealand with 635,582 ha of PEFC certified forests. The number of Chain of Custody certificates remains relatively unchanged. Under the agreement with NZFCA, we maintain all registrations and notifications, take enquires and applications from New Zealand, liaise with certification bodies, and ensure that the scheme rules administered by JAS–ANZ are applied in New Zealand, as they are in Australia. Outreach to New Zealand is very important and with COVID 19 restrictions easing, Responsible Wood planned a visit to New Zealand in July 2022, primarily to provide information on the new combined Australia/ New Zealand AS/NZS 4708:2021 SFM

standard. The visit is predominantly for face to face meetings and workshops with current and potential certificate holders in both SFM and Chain of Custody certification.

Richard Stanton Award for Excellence

The recipient of the 2021 Award was Kieran Gosden, who is a Forestry South Australia (ForestrySA) ranger stationed at Mount Gambier in the Green Triangle whose work has extended to native vegetation management and as a communicator in the region.

Kieran Gosden’s contribution to sustainable forest management and chain of custody systems were recognised at a presentation during the Responsible Wood AGM in 2021.

Nominated by Amie Power, of ForestrySA, Kieran has worked with the local community, businesses, schools, conservation groups and tourists to improve their engagement with the forest sector.

As a member of the Forestry SA Workplace Health and Safety Committee, Kieran is an invaluable member of the Forestry SA family.

Through the establishment of biodiversity corridors, Kieran has joined with local

communities and Responsible Wood-certified forest managers, including HVP Plantations and OneFortyOne, and the Department of Environment, Water and Natural Resources, to link areas of isolated native forest with strips of revegetation.

Kieran’s work has also extended to conservation groups such as Bird Life Australia to identify nesting areas in the native forest for the endangered red-tailed black cockatoo.



Kieran Gosden of ForestrySA, winner of the 2021 Richard Stanton Award, is committed to sustainable forest management and certification standards.

Review of Activities 2021 - 2022



Wetlands rehabilitation site (left to right): Matt de Jongh (Responsible Wood), Rebecca Kirkwood (Principal, WA College of Agriculture, Denmark), Kelsey Johnson (PF Olsen), Albert Adams (Forestry Trainer and Assessor, WA College of Agriculture, Denmark), Chanel Lowe (Student), Will Smith (Student), Bronz Tarpay (Student), Travis Freeguard (Student), Clem Giblett (Student) and Yasmine Pages (Student).

Kieran was instrumental in the success of the award-winning Ghost Mushroom Lane, an initiative involving Responsible Wood-certified Forestry SA and OneFortyOne, acting as tour guide for 'a seasonal forest experience', drawing thousands of tourists to Mount Gambier.

Kieran played a key role in the establishment of the 'Dry Caving' experience, working with the Cave Diving Association of Australia

(CDAAs) to connect community with an extensive subterranean network of limestone sinkholes and caves in the Mount Gambier and surround Limestone Coast region.

All these areas embody important elements of the Responsible Wood standard.

Responsible Wood was delighted to receive a large number of high-quality nominations.

Three entrants in the 2021 Stanton Award, including one in New Zealand, were highly praised by the Responsible Wood judging committee and recognised by the presentation of certificates.

They were:

- Nadine Samaha of Level Architekture, nominated by Hyne Timber for her commitment to the use of certified timber.
- The Weathetex Team, nominated by Vanda Correia for a commitment to innovation in the use of sustainable timber products.
- Genevieve Early, nominated by Michael Smith for her research into native fungus in New Zealand.

Standards & Accreditation

SDAC

Responsible Wood is 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. Accordingly, we were subject to our yearly surveillance audit by an SDAC appointed auditor in November 2021. The result was excellent with no non-conforming practices identified. 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 Programme 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 55 countries through National Governing Bodies and has 48 (this excludes Russia and Belarus



The Flinders Residence, one of the entrants in the 2021 Australian Timber Design – Australian Certified Timber category sponsored by Responsible Wood

who are currently suspended from PEFC) endorsed national certification systems and approximately 280 million hectares of certified forests. PEFC is the world's largest forest certification system covering approximately 20,000 individual sites and representing over 750,000 individual forest owners. PEFC certifies approximately three quarters 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 recognised undergo rigorous independent assessment to ensure their compliance with the PEFC Sustainability Benchmark.

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
- the complaints and appeals mechanism.

We remain active within the PEFC organisation and are represented on the Standards committee developing the accreditation requirements for certification bodies who perform forest management audits.

We are an active member of the Construction Products Task Force and the Asia-Pacific Asia Promotions Initiative (APAC Hub) — an

initiative that we chair. The Construction Products Task Force is responsible for advising PEFC on marketing and engagement strategies for construction products. The APAC Hub is undertaking priority work in the areas of “green” finance and public procurement. It is critical the Responsible Wood and PEFC systems are recognised as meeting and/or exceeding all sustainability requirements of the finance sector.

Responsible Wood Director, Ms Katie Fowden, is a member of the PEFC Marketing, Communications and Advocacy Working Group, representing Australia and New Zealand. This group is tasked to further develop consistent, global, strategic, and tactical approaches to deliver the overall PEFC strategy, vision, and mission.

Standards Review – PEFC Standards

PEFC maintains a suite of Standards and Guides. Standards and guides currently under review include:

- Guidance materials for chain of custody.
- A review of sustainability benchmarks for agroforestry (Trees Outside Forests).



Recognised Training

Responsible Wood is recognised by PEFC through the “pool of experts” program to provide the mandatory training to certification bodies to ensure they meet the training provisions and competencies required by PEFC, JAS–ANZ and other accreditation bodies. During the period, several training packages were delivered with recognised training provided to auditors, certification body decision makers and system developers.

Responsible Wood has also provided general chain of custody training to the staff of several certificate holding organisations.

Marketing & Communications

Our marketing and communications activities have continually improved over these last 12 months, gaining particular momentum in the digital space. We have also had an increased presence on-the-ground post Covid-19 Australia state border closures and overseas travel restrictions more broadly.

At A Glance - The Year In Review

We have commenced a new structured digital marketing campaign with a focus on promoting our messaging and content on our



Review of Activities 2021 - 2022

website; driven by search engine optimisation (SEO) and targeted Google Ads. We have seen significant growth in our digital footprint, website interactions as well as subscriptions to our database and our social media channels.

We have continued to engage and support well-aligned campaigns that help develop our brand and communicate our message. Recent examples include the Timber Framing Collective and Love Paper Australia Campaigns in the framing and paper sectors.

We have also established collaborative partnerships with the BDAA, Sustainable Choice, Archi Pro delivering two major (in person / live stream hybrid) 'Circular Economy' events in collaboration with Planet Ark and the Green Building Council of Australia.

A new 'Auto Fill' Notification Form has been developed and rolled out to help us better understand logo use amongst our certificate holders. This form will allow us to better gather meaningful data and help us evaluate and improve our marketing and communications activities and further support certified forest managers and chain of custody clients.

In 2021/22 we delivered the second year of our successful Community Grants Program which supports local communities develop, design, and implement small community-based projects in their local area. We had 18 community groups lodging applications. We also used our social media profiles to



'Beautiful, Natural, Sustainable, Australian' the Mon Repos Turtle Centre advert used in the Queensland edition of Master Builders magazine.

launch our well-received Earth Day/World Environment Day Photo Contest with more than 700 entries received.

Content Generation (2021/22 Snapshot)

Content Category	Number of Content Items
News Articles	37
Events	10
Case Studies	10
Press Releases	12
Technical	7
Bulletins	1
Videos	3

What's Next?

A new Marketing Plan and Budget for 2022/23 has been approved, which includes recommendations from the Fresh PR and Marketing brand audit that was conducted in 2021 into our current Marketing Plan. The plan identifies new opportunities in the year ahead, supporting our four strategic pillars: Increased brand visibility; Effective market interactions; Broad recognition and endorsement; and Increased demand for certification.

Highlighted marketing activities include:

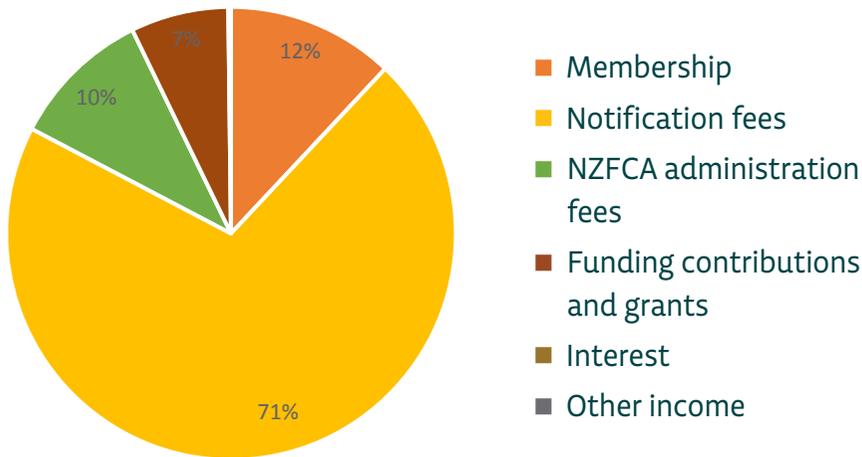
- New industry-led advertising campaigns as well as targeted digital advertising campaigns with approved increased advertising expenditure.
- Development of the Responsible Wood Marketing Taskforce.
- Content generation and supporting materials for our chain of custody certificate holders to strengthen the promotion of the certification scheme.
- Further improve strategic partnerships and collaborative marketing campaigns to assist scheme holders, members, and stakeholders in third-party marketing.
- Sponsorships and involvement with the Australian Timber Design Award and World Architectural Festival (WAF).
- Delivery of the third year of the Community Grants Program.

Finance & Administration

Membership

We are a not-for-profit public company limited by guarantee. Membership of

Responsible Wood Income by Source



Responsible Wood is open to all organisations and individuals who support the Objectives of the company as set out in the Constitution. As of 30 June 2022, we have 35 members, unchanged from 2020–21.

Governance

The Directors Report and Audited Financial Reports for 2021–22 was prepared and provided to our Members prior to the 2022 AGM, in accordance with the Corporations Act 2001 requirements.

In accordance with the Responsible Wood Constitution, a selection of Directors are required to retire at each AGM. The Directors retiring in 2021 were Ms Patrizia Torelli and Ms Judy Alexander.

Following their resignations and balloting of members, Ms Judy Alexander was replaced by Dr Kerrie Catchpoole as the Director nominated by Community, Social and Environment members and Ms Patrizia Torelli was replaced by Mr David Little as the Director nominated by Supply Chain members.

Dr Hans Drielsma, Mr Craig Smith, Ms Katie Fowden, Mr Stuart West, Mr Mark Thomson, Mr Mark Gauthier and Dr Tony Bartlett continued to serve through 2021–22 as Directors. Dr Hans Drielsma continued to serve as Chair.

Finance

The audited accounts show the financial outcome for Responsible Wood for 2021–22 was a deficit of \$ 46,729 (2020/21 —surplus \$252,128) decreasing Net Assets (Total Equity) to \$1,717,985 (2020–21 — \$1,764,714). Cash increased by \$106,557 over the year to \$1,560,042 as at 30 June 2022.

We are a not-for-profit company. The Board has sought to maintain a reserve to ensure that the company can operate effectively and manage any future changes in financial circumstances in an orderly manner. This is especially relevant due to the unknown and uncertain impacts on the Australian economy, and we are fortunate to enter these uncertain times with strong resources. The Board intends to continue investing funds in the development and promotion of the Responsible Wood scheme, the Responsible Wood brand and market development in support of sustainable forest management. We will seek to increase the value added to our members and certificate holders whose support of sustainable forest management drives their engagement with the scheme.

In addition, income was received from New Zealand for administering the PEFC Scheme on behalf of the NZFCA. Other income such as notification fees, subscription fees paid by members and interest increased proportionately.

Management & Staff

- Simon Dorries, *Chief Executive Officer*
- Jonathan Tibbits, *Marketing & Communications Officer*
- Matt de Jongh, *Sustainability Manager*
- Tracey Schoemaker, *Administration*

On-going contract services were provided by:

- Alan Snow of Alan Snow Consulting *Standards development and SDO accreditation advice*
- Peter Zed, *Chair AS 4707 Standards Reference Committee*
- Dr Gordon Duff, *Chair AS 4708 Standards Reference Committee*
- Megan Graham, *Project Manager — Responsible Wood Community Grants Program*
- Meike Gates, *Accounts*



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PEFC/21-1-1



**Responsible
Wood** RW/1-10-1

BACK COVER
Excellence in the use of timber products. Australian certified timber category. Responsible Wood. Official Sponsor
2021 Winner: Royd Clan House. Architect: Level Architekture (Level-ak). Engineer: Vistek Structural Engineers. Photographer: Nadine Samaha.