

Timber Queensland Strategic Plan 2020-23

VISION



A profitable and growing Queensland forest and timber industry.

STRATEGY



To work with members and stakeholders to ensure long term wood supply and to realise the benefits of using more forest and timber products and ensure legislation, regulation, standards and policies fully reflect these opportunities.

VALUES



Integrity

Respect

Commitment

Member focused

Evidence-based

PRIORITY OUTCOMES

Organisational strength

Build financial and organisational capacity

Enabling policy

Ensure Government legislation, policies and standards provide an enabling environment for investment, competitiveness and growth in the Queensland forest and timber industry, with emphasis on resource security and forest product manufacturing including timber, wood fibre and the emerging bioeconomy (e.g. bioenergy, biochemicals)

Member services

Members are fully informed on industry news and trends and have access to technical and operational advice for their businesses and customers

Market growth

Promote the wider use and consumption of timber based on its fit-for-purpose and environmental strengths

Industry profile

Promote the positive public profile of the industry

PRIORITY ACTIONS

- Grow the membership base to fully capture the industry supply chain
- Collaborate with allied organisations (e.g. AgForce, HIA, MBA, FWPA, AFPA) on common issues
- Expand sponsorship opportunities
- Pursue best-practice staff development and executive team delivery

- Ensure members views are fully incorporated into agreed industry policy positions
- Directly consult and advocate with Ministers, Members of Parliament, Departments and regulators on key industry issues
- Collaborate with the Australian Forest Products Association (AFPA) to achieve federal, state and local government policy opportunities for the Queensland industry. Leverage the North Qld and SEQ forestry hubs to promote industry development in consultation with stakeholders consistent with the National Forest Industries Plan
- Maintain technical representation into building codes and timber construction standards committees (e.g. QBCC)

- Deliver timely information to members via electronic newsletters and direct consultation
- Maintain technical outreach services for members (i.e. direct access to technical information and in-house timber expert)
- Facilitate member and industry networking via regular meetings and forums
- Identify grant and assistance programs applicable to members
- Facilitate and promote training and capacity building initiatives across the supply chain

- Develop and deploy educational seminars and events with end users and market influencers (e.g. builders, specifiers, architects), including through face-to-face forums and online platforms
- Promote Queensland produced forest products and 'buy local' campaign via the TQ managed Accredited Queensland Timber Merchant Network (AQTMN)
- Collaborate with allied organisations to promote timber sustainability procurement (e.g. 'wood first' policies), targeting both State level and local government policies
- Facilitate innovation and R&D outcomes through liaison with key research providers and industry

- Pursue positive communications and public commentary with key stakeholders (e.g. Government, media, end users)
- Support third party public endorsement of the industry (e.g. local communities, environmental organisations)
- Ensure Timber Queensland is recognised as the peak industry body for media contact and commentary
- Build on the newly launched 'Parliamentary Friends of the Queensland forest and timber industry' network to lift the profile of the industry with Members of Parliament