INDUSTRY WORKSHOP

The future of Queensland Hardwoods: aligning growth, processing and sales for success

Friday 20 August 2010 - The Pavilion Conference Centre, Gympie

8.00  Registration

8.30  Welcome and introduction

- A short history of Queensland’s Hardwood Industry

_Rod McInnes, CEO, Timber Queensland_

8.45  The Hardwood Resource – what is it, where is it and how much of it is available?

- Native resource: Crown/private
- Hardwood plantations
- Current and future volumes
- Forest management practices
- Codes of Practice
- Forest certification

_Jim Burgess, Resource & Environment Manager, Timber Queensland_

10.00  Morning Tea

10.30  Processing Hardwood – tools to get the most out of a tree

- Traditional vs emerging sawmilling technologies
- Cost management
- Maximising recovery
- Drying
- Dry milling
- Residue opportunities

_Laurie Gardner_

11.30  Research & Development activity – what does future hold?

- Current activity
- Expected outputs
- Emerging priorities

_Henri Bailleres, Acting Science Leader, Horticulture & Forestry Science_

12.00  Lunch
1.00 CASE STUDY
Adding value with Hardwood

- Developing a product system that differentiates your business

*Ted Stubbersfield, Director, Outdoor Structures Australia*

1.30 Using Hardwood – what to tell your customers

- Maximise the value of hardwood under standards, codes, and building regulations

*Colin MacKenzie, Manager Application & Use, Timber Queensland*

2.00 Marketing Hardwood – growing your customer base

- Traditional hardwood applications
- Where imported hardwoods and EWPs compete
- Emerging products & market opportunities
- Product development – what should you think about?

*Panel Discussion: Mitch O’Mara, Managing Director, Tradeware, Brad Saunders, Mark Burnett, Managing Director, Doyles Home Timber & Hardware*

2.30 Chain of Custody certification

- How to get certified
- Who is specifying certified wood?

*Jim Burgess, Resource & Environment Manager, Timber Queensland*

2.45 SWOT Analysis

- An overview of the strengths, weaknesses, opportunities and threats to Queensland’s Hardwood industry

*Rod McInnes, CEO, Timber Queensland*

3.00 Summary - setting a Hardwood strategy

*Rod McInnes, CEO, Timber Queensland*

3.15 Conclusion

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**NON-MEMBERS:** $55