

Timber Queensland Strategic Plan 2024-27



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
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PRIORITY OUTCOMES

<p>Organisational strength</p> <p>Build financial and organisational capacity</p>	<p>Enabling policy</p> <p>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)</p>	<p>Member services</p> <p>Members are fully informed on industry news and trends and have access to technical and operational advice for their businesses and customers</p>	<p>Market growth</p> <p>Promote the wider use and consumption of timber based on its fit-for-purpose and environmental strengths</p>	<p>Industry profile</p> <p>Promote the positive public profile of the industry</p>
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PRIORITY ACTIONS

<ul style="list-style-type: none"> 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, including: <ul style="list-style-type: none"> Strategically work with farmers and the rural sector to promote greater integration with forestry Work with indigenous stakeholders to identify and promote forestry development opportunities Expand sponsorship opportunities Pursue best-practice staff development and executive team delivery 	<ul style="list-style-type: none"> 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 S&CQ forestry hubs to promote industry development in consultation with stakeholders Maintain technical representation into building codes and timber construction standards committees (e.g. QBCC) Incorporate carbon market and climate change opportunities into industry policy settings 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 Promote opportunities for new building construction and prefabrication systems to reduce building costs and increase supply chain efficiency 	<ul style="list-style-type: none"> Pursue positive communications and public commentary with key stakeholders (e.g. Government, media, end users) Ensure digital communications and social media reflect latest technologies and marketing tools 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 'Parliamentary Friends of the Queensland forest and timber industry' network to lift the profile of the industry with Members of Parliament
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