

Forest Contractors Role & Vision for Industry

- Our Role as an Association
- Achievements for Members
- Vision for Woodco
- How We Grow Together



John Stulen
Chief Executive

FICA Background

- Relatively young as an industry
- Contractors are **COMMITTED**
- **Business succession changing**
(Need for mentoring)
- Simplifying safety essential
- Need for professionalism
- Raise image and profile
- Show Leadership where necessary
(eg – Network for Women in Forestry)



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Policy: Simplifying Safety

- ✓ 2008 – Members Identified Need for Change
- ✓ Stakeholder group identified key issues detrimental to safety and productivity
- ✓ FOA HS&E group built simplification into STRATEGY

✓ SIMPLIFICATION now considered in HS&E developments (eg – ACOP review)

- ✓ Contractors more open to change & Managers aware of need to keep it simple



Market Perspective – Everyday Contracting Challenges

- No assurance of long-term work ...
- H&S paperwork + bushwork = ZERO
Increase awareness of managers
- Cost structures in silviculture
Workload variations = Training challenges
- Forest managers sometimes just seem to want to tick boxes (eg – FSC)
- Compliance & costs always seem to go UP
(4 weeks holiday, fuel prices)
- Contractors often feel disconnected from ‘market signals’



Market Insight – What Makes Contracting Difficult?

- Variations in workload, volumes *vs* High capital cost equipment
- GIS harvest plans on computer *vs* Reality ‘on-the-ground’
- Dealing with impractical expectations
- Recruiting and retaining good people
- Working in a highly variable outdoor workplace



FICA – What Have We Achieved?

Since Sept 2002:

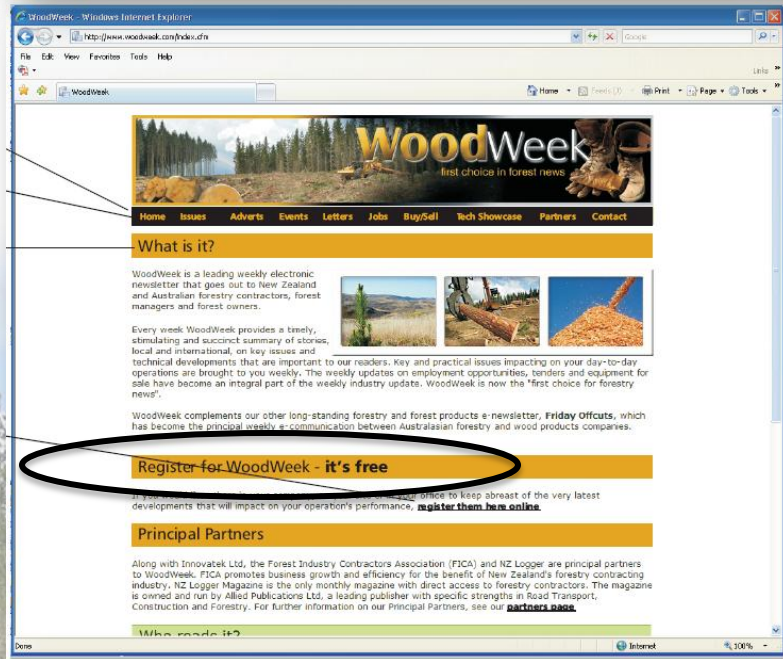
- Regular information flow to members
- **Built NETWORK for WOMEN in FORESTRY**
- **Strong Regional Meeting Presence**
- **WORKING SMARTER - with Forest Owners & Managers**
- **Better Recognition (Govt / Woodco / FITEC & Media)**
- **Members feel they belong & want industry prosperity**



FICA – Board Action is our Biggest Achievement



Ross – FITEC Board / Damita – NWIF / Kevin – Silvi / Nigel – Innovation + R&D / Paul – FOA H&S
Jacob – FSC & Woodco / Steve – Simplifying Safety / Murray McAlonan – Mentor



FEATURING:

- Regular Market Reports
- Contractors KEY INDICATORS
- Regular SAFETY ALERTS Column

www.woodweek.com

FICA Members Absolutely Committed to Industry Future

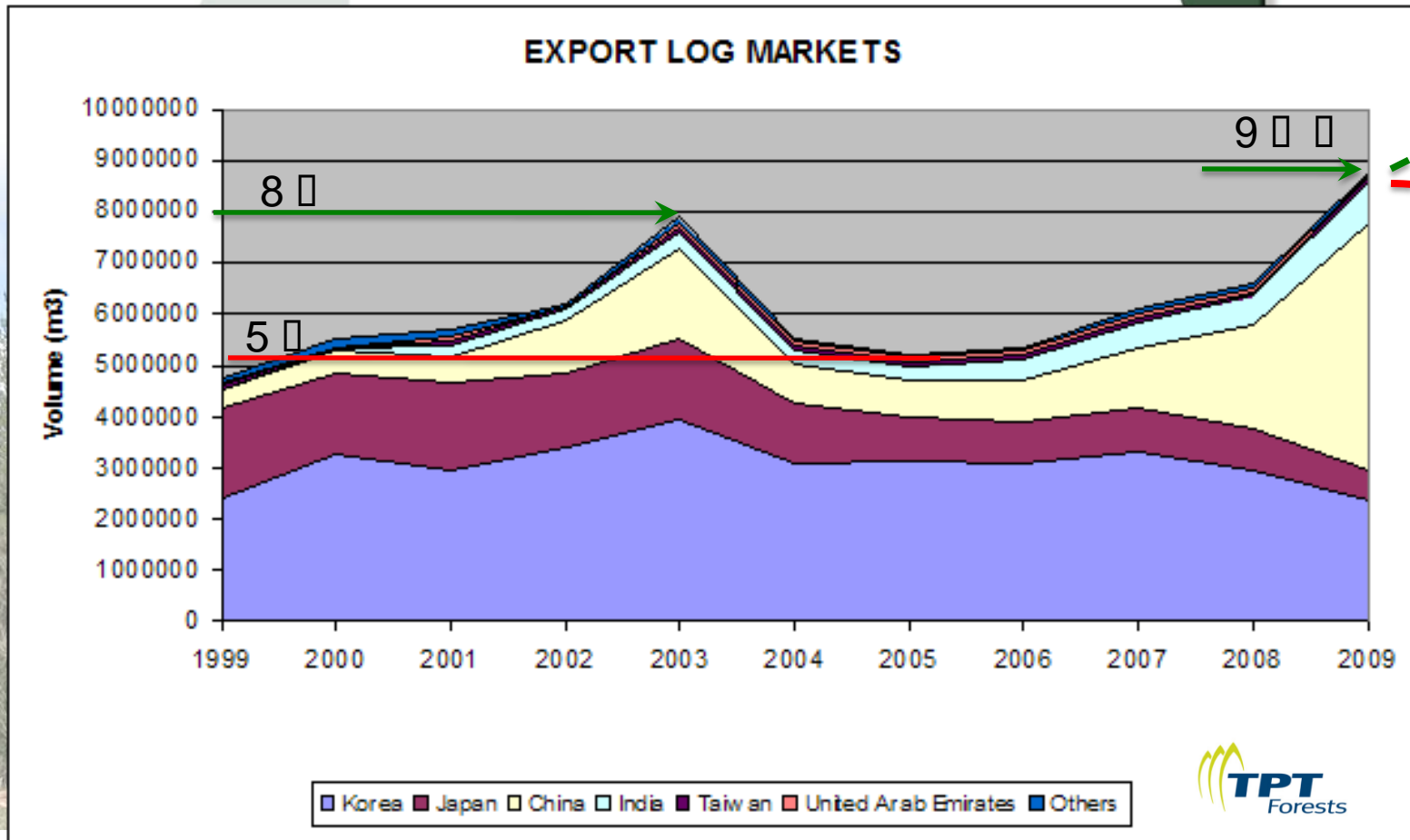
FICA Vision for Woodco

- ✓ **Create long-term stable & profitable markets** > *The Measure: Quarterly growth*
- ✓ **Behave and Act as THE Leadership Group**
> *The Measure: 360° recognition*
- ✓ **Create positive public image by building a stable and profitable sector**
> *The Measure: Zero redundancies*



Market Trend: What Do You See?

TPT Forest Market Export Report The last 4 weeks has seen rapid turnaround in the fortunes of the export market- once again led by China.



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