

Australian Timber Industry Seminar 2013

# Building Stronger Value Chains

Novotel Rockford Darling Harbour Hotel  
17 Little Pier Street, Darling Harbour, Sydney

**FRIDAY, 11 OCTOBER 2013**  
**10:30 am – 5:00 pm**

**Also on the day**

**Forest and Wood Products Australia  
Annual General Meeting and Research Forum  
8:30 – 10:30 am**

**TABMA-hosted Annual Gala Dinner and Awards  
Drinks 6:30 pm – Dinner, 7:30 pm**

Forest and Wood Products Australia; the Australian Timber Importers Federation, and Timber Merchants and Building Material Association are joining forces to stage the timber industry's *must attend* event for 2013.

*Building Stronger Value Chains* will cover key aspects of the timber industry supply chain, together with wider aspects of the timber industry's business environment, wood-based product marketing and matters related to company-level business success.



**Yes it is the Australian timber industry's day of the  
year for 2013 – you need to be there!**

The seminar speaking line up will include leading timber supply chain experts, policy-makers, marketing specialists, technology providers and regulatory authorities.

**Building Stronger Value Chains** will reinforce industry goals of continuing to assist in growing industry capability, product and market innovation, enhancing competitiveness and commercial success. The seminar will be directed at updating current industry issues, stimulating new ways of thinking and reinvigorating industry enthusiasm.

**Building Stronger Value Chains** will also examine elements of an integrated timber products value chain, from forests and plantations, through manufacturing, distribution, marketing and commercial and residential markets.

**Building Stronger Value Chains** will also emphasise the value of product innovation, creativity and marketing, supply chain collaboration and dynamics, efficiency synergies along the value chain, plus emerging market opportunities.

**Building Stronger Value Chains** has been designed to appeal to the broad cross section of companies and organisations in the timber value chain, their suppliers, supporters and related businesses and interests.

The seminar will provide timber industry value chain participants with fresh ideas, perspectives and information that will help build bigger markets and better business futures and encourage working collaboratively towards solving industry issues and realising opportunities.

## Speaker line up will include

- **John Gillam**, Managing Director, Bunnings Group
- **Charlie Kimber**, International Marketing Director, Arauco, Santiago, Chile
- **Professor Sue Holliday**, National Housing Supply Council, Managing Director, Strategies for Change and Professor of Planning Practice, University of NSW
- **Dr. George Goroyias, Senior Principal**, Head of Wood Products Asia-Pacific Management Consulting, Pöyry Management Consulting (Australia)
- **Hon Katrina Hodgkinson MP**, NSW Minister for Primary Industries and Minister for Small Business
- **Professor Andy Buchanan**, Department of Civil and Natural Resources Engineering, University of Canterbury, Christchurch, New Zealand
- **Scott Poynton**, Executive Director, The Forest Trust, Geneva, Switzerland
- **Michael Hartman**, Managing Director, ForestWorks
- **Ric Sinclair**, Managing Director, Forest and Wood Products Australia
- **Dr Jon Tanner**, Chief Executive Officer, Wood Processors Association of New Zealand, Wellington, New Zealand
- **Colin Fitzpatrick**, Chief Executive Officer, Timber and Building Materials Association
- **John Halkett**, General Manager, Australian Timber Importers Federation
- **Paul McNamara**, Assistant Secretary, Forestry Branch, Climate Change Division, Department of Agriculture, Fisheries and Forestry
- **Ross Hampton**, Chief Executive Officer, Australian Forest Products Association

- **Nils Koren**, Chairman, Australian Timber Importers Federation and Managing Director, Gunnersens
- **Peter Hutchinson**, President Timber and Building Materials Association and State Manager - NSW/ACT & WA, MiTek Australia Ltd
- **Ron Adams**, Chairman, Forest and Wood Products Australia and Managing Director of Wespine Industries
- **Dr Hans Drielsma**, Board Member, Australian Forestry Standard and Director, Programme for Endorsement of Forest Certification.
- **Canadian speaker** (to be confirmed)

## Building Stronger Value Chains seminar program

### Arrival, registration and morning tea 10:30 – 11:00 am

#### Welcome

Morning session keynote and other addresses, including housing and building directions, international product development and marketing trends; Australian timber product merchandising and retailing, and economic indicators and future directions related to timber industry business activity.

#### Lunch 1:00 pm

Afternoon session keynote and other presentations, including future policy and commercial direction for the NSW forestry and timber products sector; innovative construction techniques for high rise and commercial buildings; Timber product and construction systems innovation, and international trends in legality assurance, certification and timber products promotion.

#### CEO's panel discussion.

#### Audience participation and questions

#### Conclusion and wrap up 4:30 – 5:00 pm

Program subject to modification at the discretion of organisers.

## Other Events On The Day

- **Forest and Wood Products Annual General Meeting and Research Forum 8:30 – 10:30 am**
- Timber and Building Material Association – **Annual Gala dinner and Awards Presentation Pre Dinner Drinks from 6:30 pm**
- **Dinner and Awards Presentations 7:30pm onwards**

#### Doltone House

Piers 19–21 Upper Deck, 26–32 Pirrama Road, Pyrmont Point, Sydney  
Dress Code: Cocktail

As part of the **Building Stronger Value Chains Seminar** we encourage you to attend the **FWPA Research Forum** and **AGM** prior to the Seminar to achieve maximum benefit.

To complete the day we invite you to also attend the **2013 TABMA Awards Dinner**.

A 10% discount will apply to the dinner if you attend both the Seminar and TABMA Awards Dinner.

## Event Fees

### Pre-Event – FWPA Research Forum and AGM

Free to attend

### Timber Industry Supply Chain Seminar

Full Fee: \$180 per person

\$90 per person – Employees/Representatives/Member of FWPA, ATIF or TABMA and Event Sponsors

### 2013 TABMA Awards Dinner\*

Full Fee: \$170.00 per person

\$160 per person – If attending both seminar and dinner

Seminar and dinner seating is strictly limited.

\*If attending only the 2013 TABMA Awards Dinner, please contact TABMA on 02 9277 3100

## Registration

To register, go to [www.leadingedgeevents.com.au/building-stronger-value-chains.html](http://www.leadingedgeevents.com.au/building-stronger-value-chains.html)

### Hotel Accommodation –Novotel Rockford, Darling Harbour

A 5% discount is available for delegates who wish to stay at the hotel on either Thursday 10th or Friday 11th October 2013. Delegates can book a room by calling 1800 788 155 and quoting 'Leading Edge Events'.

Conditions of the discount offer:

- The special discount will be applicable until 7 days prior to arrival after which guests will be quoted the public rate
- Credit Card guarantee is required at the time of the reservation
- Guests are responsible for payment of their accounts
- Cancellations and modifications of the bookings can be made until 6pm the day prior to arrival
- Please book early to avoid missing out.

### Parking

Closest parking is available at the Sydney Entertainment Centre, Darling Drive, Haymarket. Guests can validate their ticket at hotel reception for \$30, or Valet Parking is available for \$45.

