Richard Stanton
National Secretary
Australian Forestry Standard
‘Promoting AFS’
Australian Forestry Standard Ltd

Promotion of Certification
What are we promoting?

- Certification is not a tangible product or service in its own right.

- Certification is an additional attribute of other products and services.
  - Primarily wood and paper products
  - Also management and investment services
The Message or Value Proposition

Purchasing certified products or services in preference to uncertified products:
• Encourages good forest management.
• Delivers environmental, economic and social benefits.

Message is high-minded, serious and complex.
Credibility Essential to Message

Therefore the AFCS is an objective, transparent & consistent system built on:

— Australian Standards.
— JAS-ANZ accredited auditors.
— International recognition by the PEFC.
— Rigorous application of the rules.
Two Brands - AFS and PEFC

• Wood and paper products are internationally traded commodities. We cannot ignore the international context hence the value of PEFC but ...

• All countries have their unique features and some markets are purely domestic hence the value of AFS.
Target Audience

- Large and diverse:
  - Primary wood and paper manufactures
  - Wood and paper product importers
  - Remanufacturers & printers
  - Merchants & retailers
  - Customers/consumers at each point
  - Community at large

- Difficult (expensive) communication task.
Delivering the Message

- Certified companies are best promoters of certification and their credentials to their customers.
- Certified companies know their customers best.
- Certified companies should get the recognition for their commitment to certification.
- AFS Ltd & PEFC International support this communication.
AFS Ltd Role

- Maintenance, awareness and protection of the logo.
- Communication materials
  - website
  - printed materials
  - presentations to customers
  - advertising
Are we succeeding?

- Limited market research available indicates that recognition and general understanding of the brands has increased significantly in the past 3-5 years.
- Both AFS in Australia and PEFC internationally.
- From minimal to approx 20% in 3-5 years.
- But ...
Certification Globally

- Only 9% of the world’s forests are certified
- Only 26% of the world’s industrial roundwood supply is certified
- 66% of the total area certified to PEFC
Thank you

SUPPORT RESPONSIBLE FORESTRY