



New Zealand Farm Forestry Association  
Oranga Rākau Aotearoa

# NZ Farm Forestry Association – what is its future?

Dougal Morrison

New Zealand Farm Forestry Association,  
National Executive Co-opted member.  
Project Manager, Groundtruth.

# History

- Formed in 1957
- Current membership of about 1500
- Peaked at 5000 members 20 years ago
- 25 branches
- 8 special interest groups



# Member interests

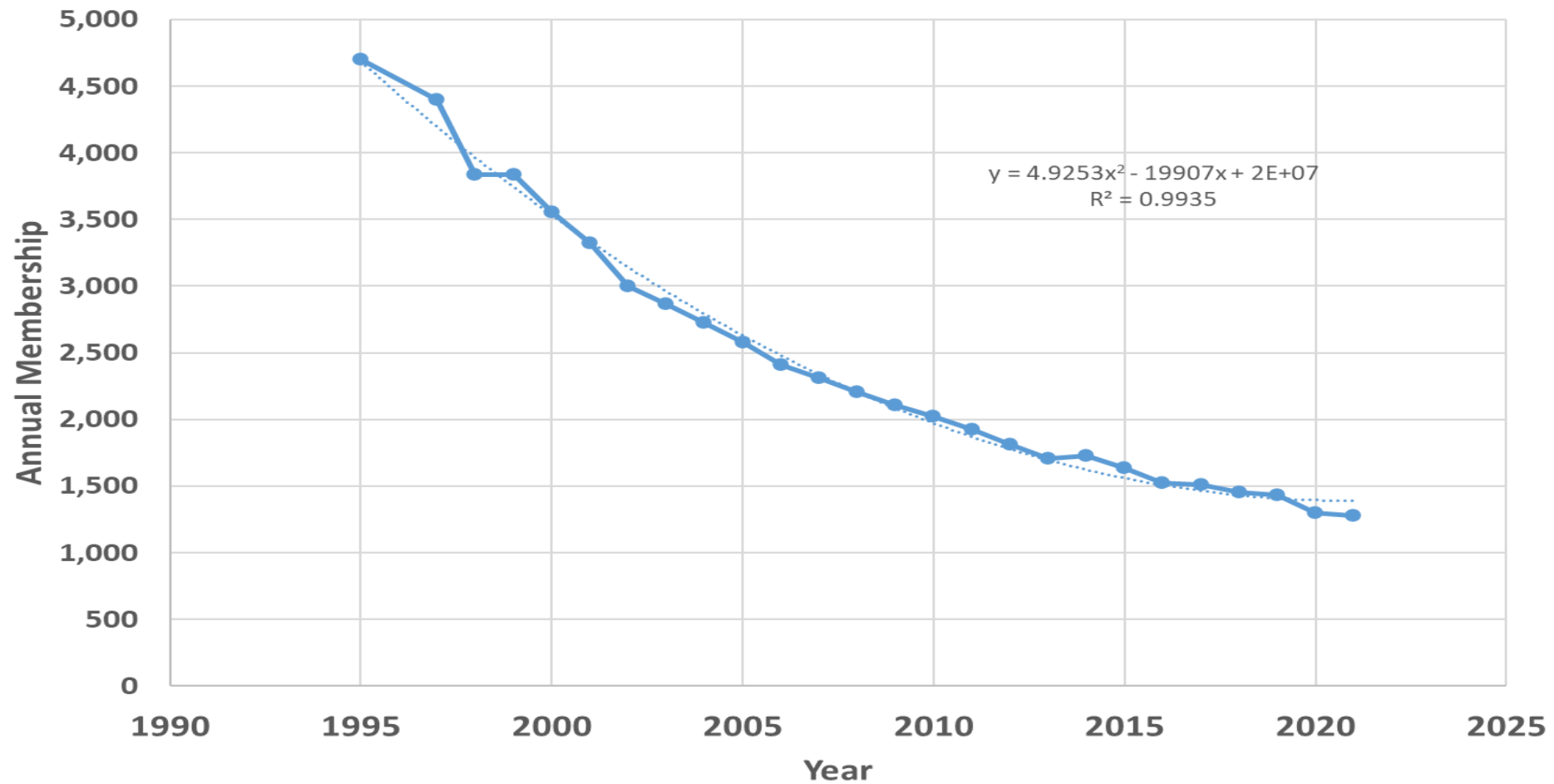
- Estimated our members own up to 100,000 ha of forest; and
  - influence the management of a similar area.
- These forests consist of:
  - radiata pine; cypress; eucalypts; redwood; blackwood; and other exotic species
  - natural and managed indigenous forests.
- Networking events:
  - National conference held every year
  - Local branches hold regular events.

# Challenges

- Declining membership
- Lack of diversity
- Aging membership
- Loss of branches.

# Membership trend

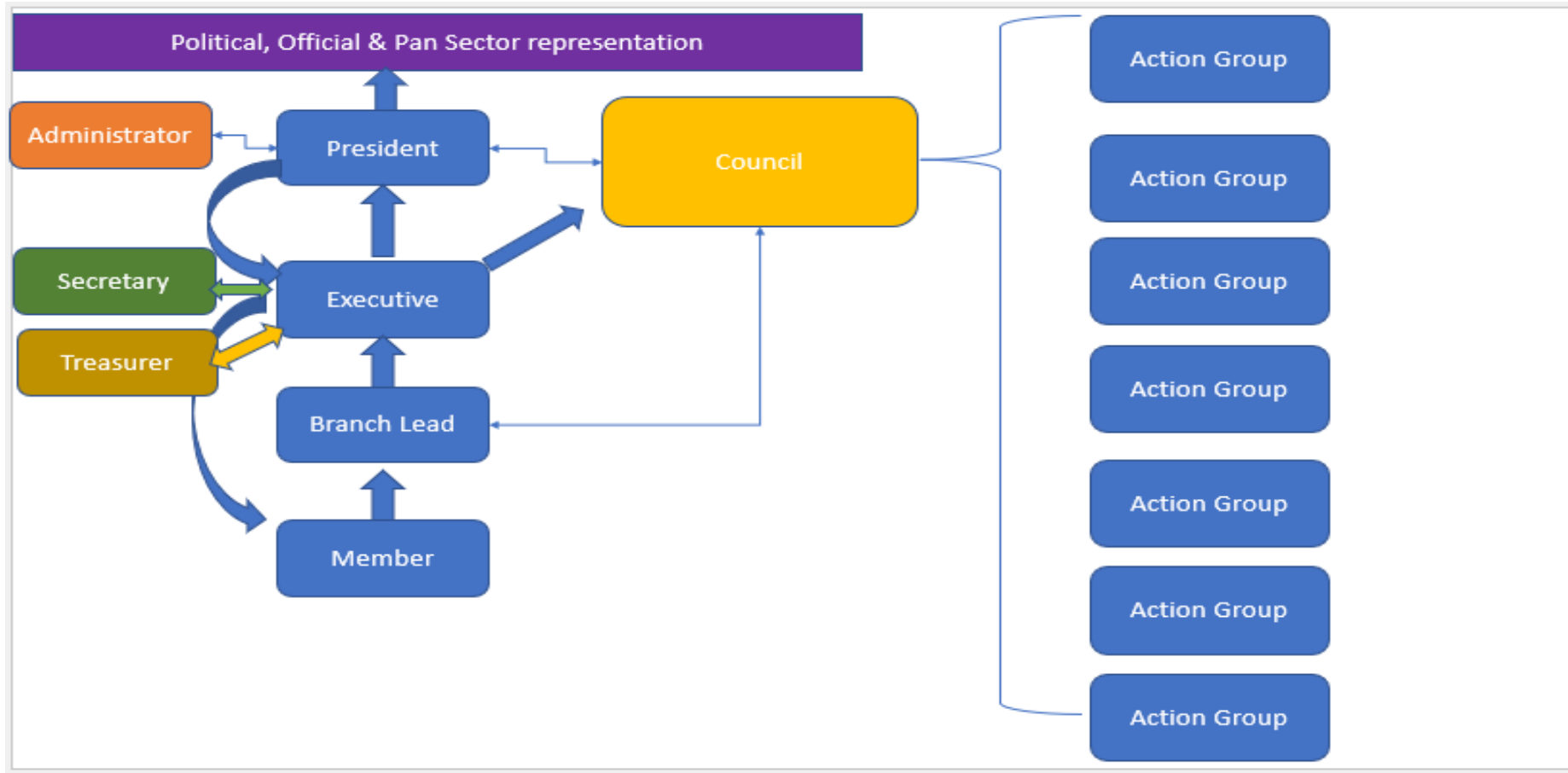
NZ FFA Membership by Year



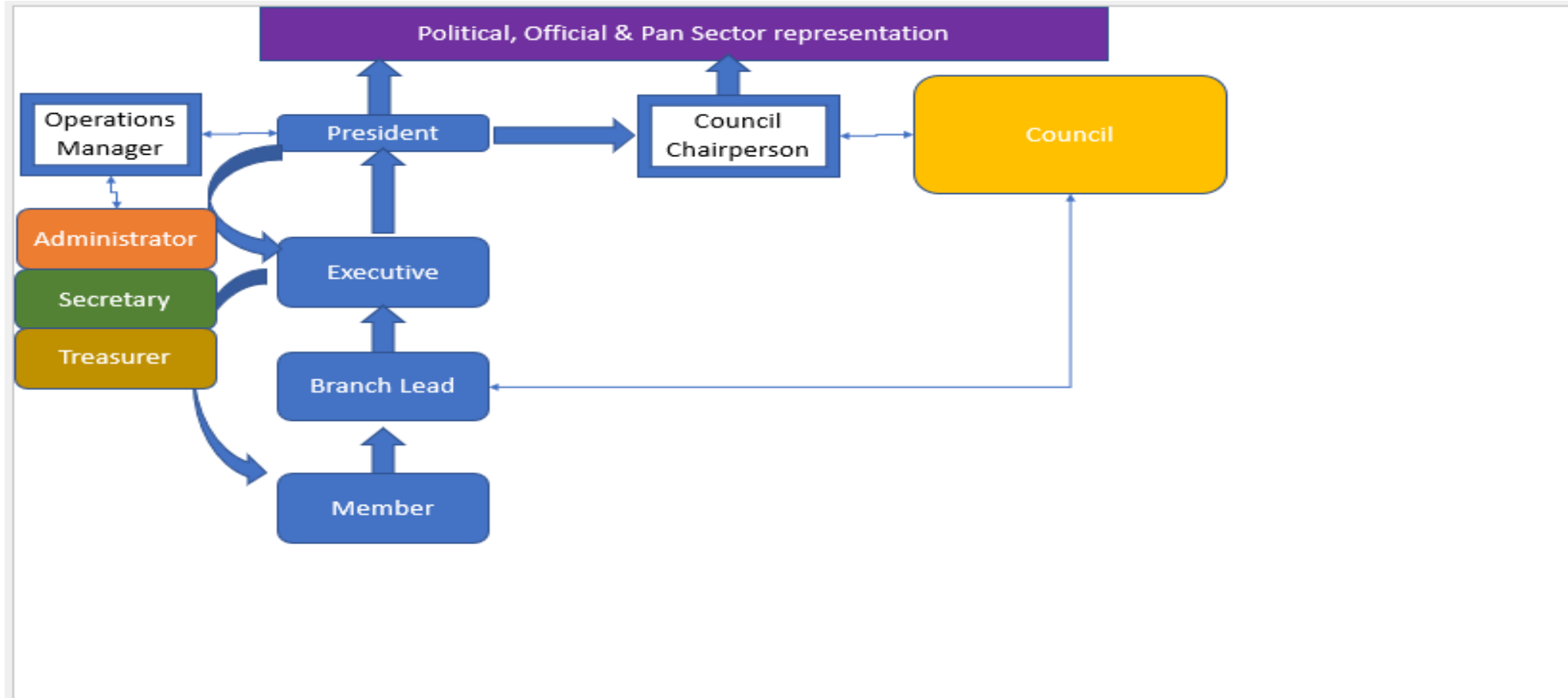
# Strategic review

- Engaged external consultant to complete a review
- Survey of members, aligned organisations, businesses, sector role
- Website analysis
- Recommendations
  - New business model for funding – using the value of our brand
  - New Strategic Plan
  - New structure
  - Contract Operations Manager.

# NZFFA old structure



# Proposed new structure



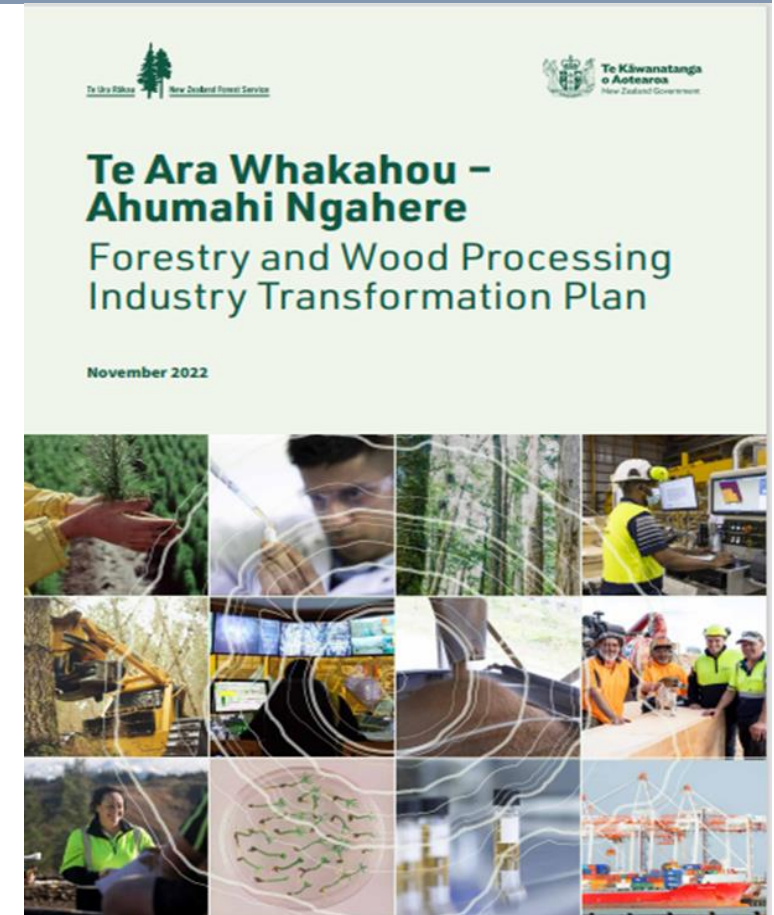


# Changes made

- New income sources , including increasing subs
- Engagement with Te Uru Rākau – New Zealand Forest Service
- Forest Industry Transformation Plan – research funding and focus on alternative species
- Greater Forest Grower’s Levy Trust interaction
- Engagement with other primary industry groups:
  - Federated Farmers
  - Beef + Lamb
  - Māori forest owners – Ngā Pou a Tāne
- Split the President’s role
- Changed rules to open up the opportunity for a wider group of members to become President
- Branches working together better
- Contracted to run forest extension workshops

# Forest Industry Transformation Plan

- Vision and goals
  - Carbon emissions reduce by 6.9 million tonnes by 2030, and by 54 million tonnes by 2050
  - Wood processing increases by 3.5 million m<sup>3</sup> (25%) by 2030
  - Export earnings from value-added wood products grow by \$600 million by 2040
  - Use of wood products in midrise or commercial construction increases by 25% by 2030
  - Planting of alternative species (non-radiata) increases to 20% of all planting by 2030.



# Opportunities for NZFFA from the Industry Transformation Plan

- Help promote alternative species
- Have run 19 “Opportunities from trees workshops” around NZ
- Working with Te Uru Rākau – New Zealand Forest Service to run workshops on alternative species
- Help promote continuous cover forestry
- Aggregation of forest blocks for harvest.



# Opportunities for the future

- Grow membership and revenue
- Work closely with other Organisations:
  - NZ Institute of Forestry
  - NZ Forest Owners' Association
  - Ngā Pou a Tāne – Māori Forest Owners' Association
  - Farming and other environmental groups
  - Te Uru Rakāu – New Zealand Forest Service.
- If numbers continue to drop, consider amalgamating with another organisation
- Keen to have discussions with Forestry Australia about the benefits of merging the Australian Forest Growers and the Australian Institute of Forestry.



# Summary

- Completed review
- Started restructure
- Very active, but reliant on volunteers
- Politicalisation of Forestry = needs strong Small Scale Grower Association.

# Questions and suggestions??

**Contact:**

Dougal Morrison

Co-opted member NZFFA National Executive

[dougalbmorrison@gmail.com](mailto:dougalbmorrison@gmail.com)