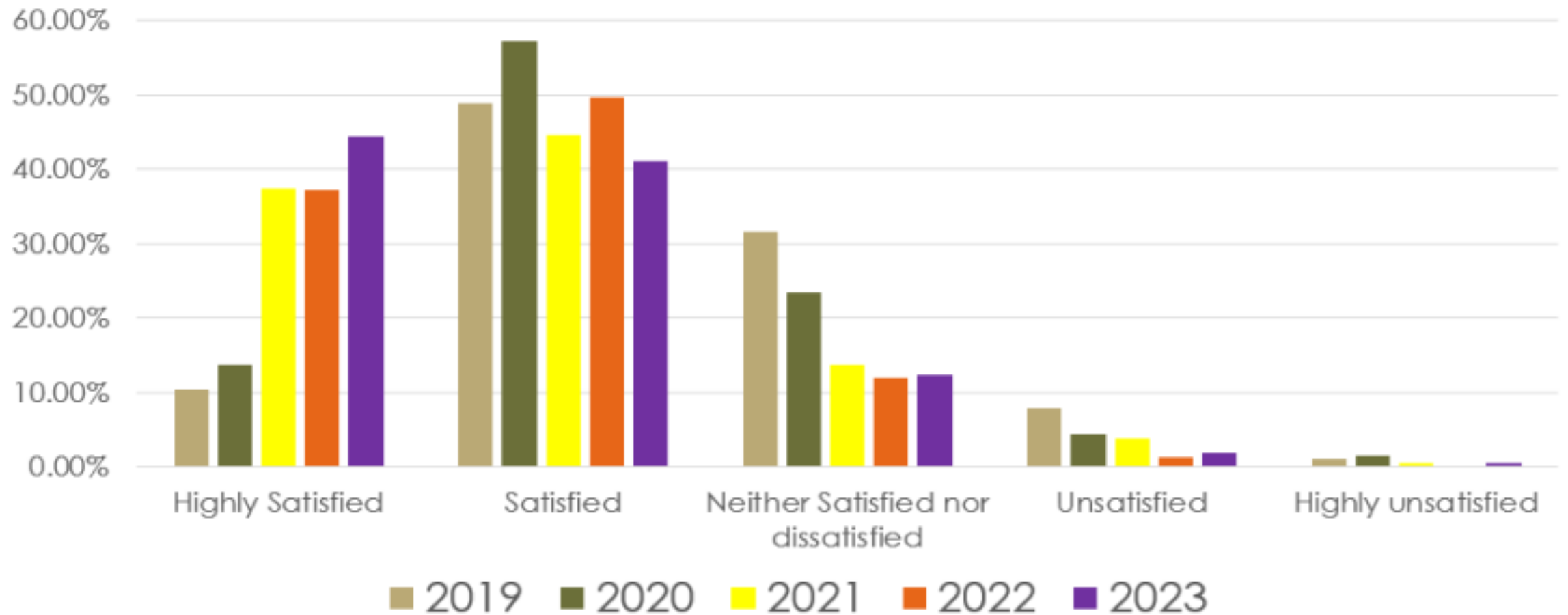




Forestry Australia Update and Reflections

Member Satisfaction – 5 year comparison

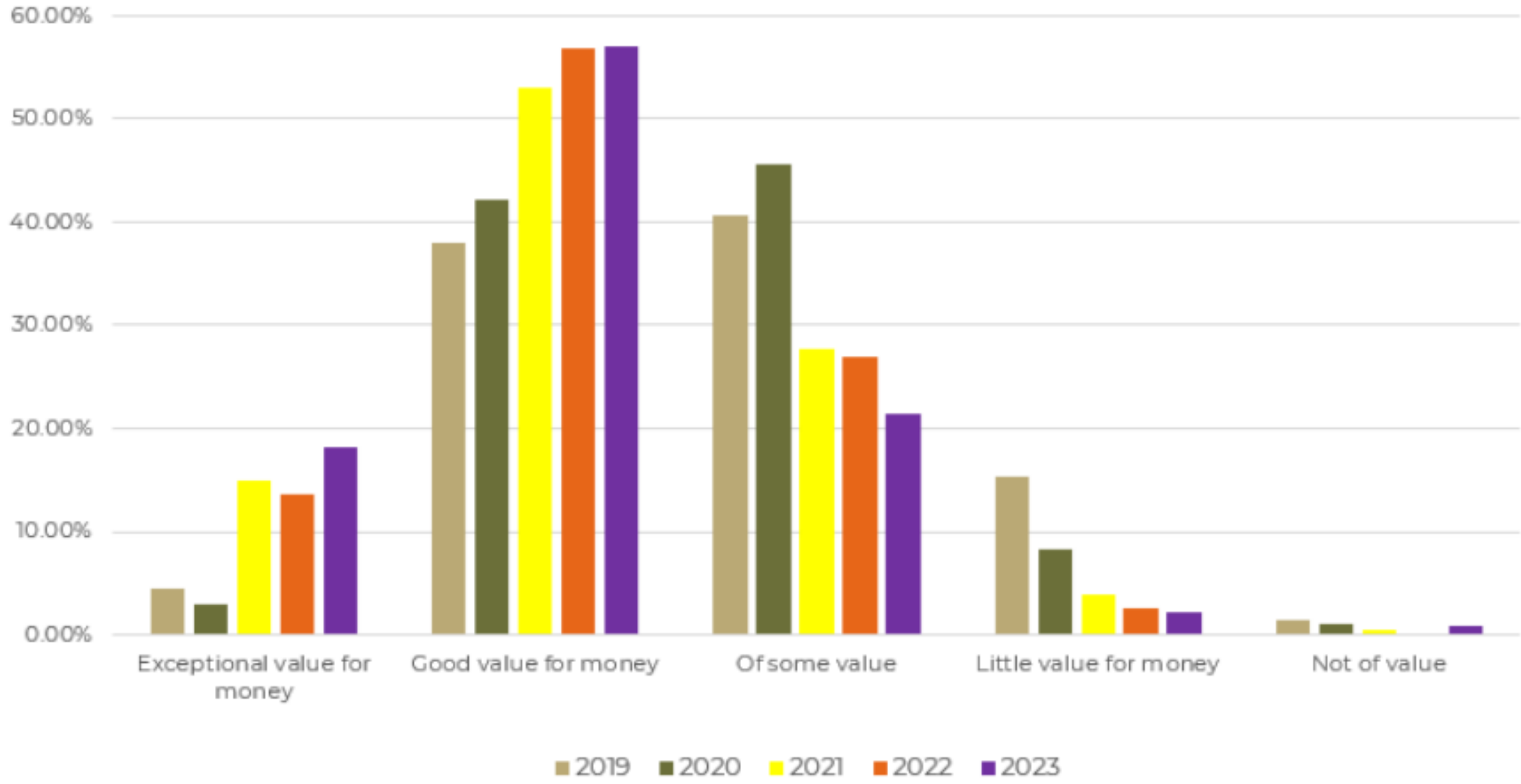


Net Promoter Score – 5 year comparison

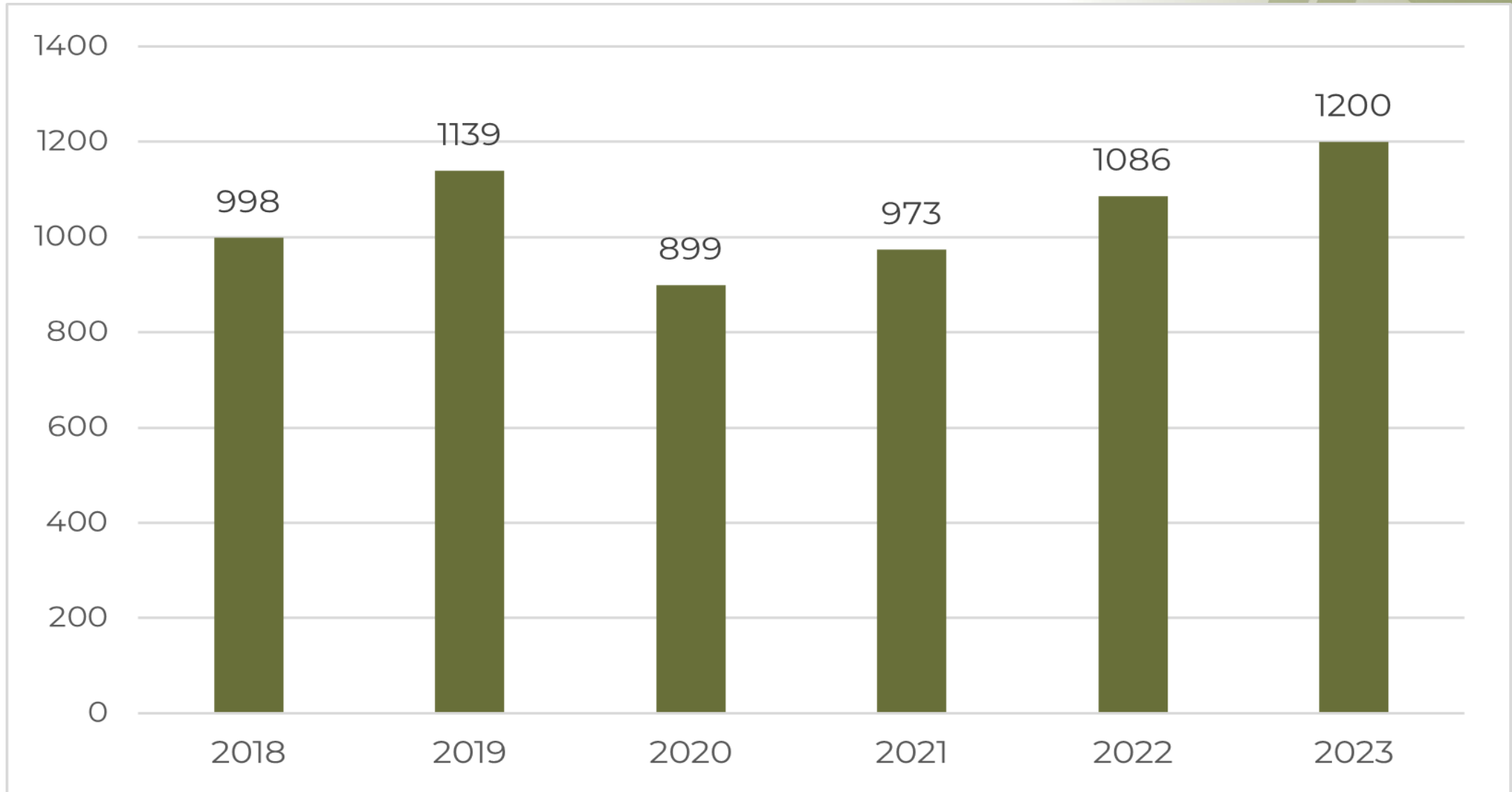


Year	Promoters	Detractors	NPS Score
2019	18.8%	36%	-17.2
2020	24.5%	28%	-3.5
2021	24%	16.8%	25.4
2022	55.1%	16.2%	38.9
2023	60.3%	10.5%	49.8

Value for money – 5 year comparison



Growth in member numbers



How our members describe us - 2023



supportive
network diverse
energetic professional
proactive
advocate modern voice
innovation
growing
science

Strategic Plan



VISION

Australia's forests are healthy and resilient
for the benefit of all

MISSION

To be the recognised leaders in evidence-based
care for Australia's forests

Strategic Pillars



01

Position Forestry Australia as the policy and thought leaders of the forest sector

02

Support competency and capacity-building of forestry professionals, managers and growers

03

Create a strong and sustainable organisation

Strategic Pillars

Position Forestry Australia as the policy and thought leaders of the forest sector

- 1.1 Promote and support the development of a shared vision for the management of Australia's forests.
- 1.2 Promote the need for active and adaptive forest management across all tenures.
- 1.3 Promote sustainable timber harvesting in multiple-use native forests and plantations, as a legitimate and responsible land use.
- 1.4 Build the profile of foresters and forest scientists as well-respected and desirable professions.
- 1.5 Position Forestry Australia as the recognised professional body for evidence-based forest management and credible advice
- 1.6 Build effective and respectful relationships with politicians, advisors and public servants.
- 1.7 Develop a set of resources to support and empower Forestry Australia, its members and the forest sector's advocacy efforts.
- 1.8 Increase Forestry Australia's profile with the media
- 1.9 Deliver relevant, articulate, insightful, and respectful communication to inform key decision makers and society about key considerations for sustainable forest management in Australia
- 1.10 Pursue strategic relationships, partnerships and collaboration with organisations and individuals with whom Forestry Australia shares a common vision and objectives.

Support competency and capacity-building of forestry professionals, managers and growers

2.1 Offer professional development and learning opportunities to support best practice tree growing and forest management

2.2 Develop and curate information and resources to enhance members' knowledge and practice

2.3 Deliver a successful annual major meeting

2.4 Promote forest research and deliver a highly regarded peer-reviewed journal

2.5 Collaborate with stakeholders to find solutions to forestry skills shortages, education and professional pathways

2.6 Work with Traditional Owners and Indigenous communities to support two-way capacity building that sees TOs empowered and resourced to manage Country

Strategic Pillars

Create a strong and sustainable organisation

3.1 Create a large and diverse membership

3.2 Work to achieve a highly satisfied and engaged membership

3.3 Foster an inclusive and well-connected forestry community

3.4 Recognise and celebrate outstanding contributions and professional achievements

3.5 Offer scholarships to encourage and facilitate access to quality learning and development opportunities.

3.6 Strengthen and enhance the RFP brand as a nationally recognised and highly valued scheme for the verification of professional expertise

3.7 Value, support and recognise the volunteers that work to assist Forestry Australia to deliver its mission

3.8 Ensure that Forestry Australia's structure and activities are consistent with and support the delivery of the Strategic Plan

3.9 Ensure that the Forestry Australia is well governed

3.10 Ensure that Forestry Australia is financially resilient and can resource strategic objectives