

# Brand Tasmania® Newsletter

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## Forest products carry global tick

Tasmania is well-placed to benefit from an international market trend that is splitting the world's forest products suppliers into two groups: those who supply from sustainably managed 'certified' forests; and those who do not. Most of the State's forest products are now included in the 10 per cent of global production that is eligible to carry the authoritative stamp of PEFC (Program for the Endorsement of Forest Certification schemes). That elite 10 per cent segment of production is set to increase rapidly as more and more customers seek a dependable assurance that the products they are considering have been produced ethically.

"PEFC is a market-driven development that has real significance for the future of the world's forests," Forestry Tasmania's Hans Drielsma said. "It sets standards for the management of legitimate forestry businesses, while ensuring that the output of illegal harvesting and unsustainable forest operations can be identified and rejected by ethical purchasers."

In Tasmania, Forestry Tasmania, Gunns Ltd, Timberlands and Forest Enterprises Australia, have achieved PEFC certification of their forests. Norske Skog has an application in train.



PEFC was launched in Europe in 1999 to create a framework for the assessment and possible endorsement of national forest certification systems, like the Australian Forest Certification Scheme (AFCS). PEFC uses internationally recognised requirements to define sustainable forest management and has evolved into the world's largest forest certification umbrella organisation. Its membership includes national systems in 34 countries on six continents and it has endorsed 27 national schemes, including AFCS.

"There are more than 200 million ha of PEFC-certified forests around the world," Dr Drielsma, who is General Manager, Forest Management, at Forestry Tasmania, said. "When a start is made soon to the certification of some of Russia's forests against the criteria of its recently endorsed scheme the certified segment of the global market will increase substantially." Russia has 1,000m ha of forest, or about 22 per cent of the planet's total forest cover. PEFC expects about 100m ha of this to be certified over the next 10 years.

Chain of Custody (CoC) certification is fundamental to the PEFC system. CoC traces material from the forest source to the final transaction, providing buyers with certainty that the end product has been harvested legally in a certified forest or plantation that has been managed sustainably. Under the PEFC scheme, all certification has to be conducted by accredited and independent third-party auditors. It involves separate audits and certification for growing, harvesting and processing. In Australia and New Zealand, auditors are accredited under the Joint Accreditation System-ANZ.

“So far in Tasmania, Gunns, Ta Ann, Norske Skog, ITC Ltd, Forest Enterprises Australia and Fine Timber Tasmania have achieved CoC certification,” Dr Drielsma said.

When Fine Timber Tasmania, which represents craftworkers and small businesses using specialty timbers, had a CoC program certified under the Australian system last year, the Minister for Primary Industry and Water, David Llewellyn, welcomed it as an innovative response to contemporary consumer trends that would help build Tasmania’s brand and international reputation. “This is both innovative and inspiring,” Mr Llewellyn said. “Each step in the supply chain will have to comply with the standards, documentation and audits of the certification scheme. Each and every business will have to commit to the idea and the ideal.”

The PEFC logo is under-pinned by a trans-national structure that includes separate and independent entities for the establishment of standards; the auditing of compliance; and the accreditation of auditors.

PEFC has broad support from forest managers, governments, the business sector, trade unions and many non-government organisations, including several environmental bodies. Most importantly, it has established credibility in the marketplace.

Australia (along with Chile) will soon complete a five-year re-endorsement process to ensure its scheme remains compliant with PEFC’s sustainability benchmarks. PEFC is the only international scheme that regularly re-assesses its endorsed schemes in this way.

The Australian system boasts two official Australian Standards:

- Australian Forestry Standard – Sustainable Forest Management Certification - AS 4708
- Australian Forestry Standard - CoC Certification - AS 4707

“Tasmanian forestry businesses that are certified under the Australian System benefit automatically from the international PEFC umbrella,” Dr Drielsma said. “In their domestic marketing, they demonstrate to customers that they are committed to the sustainable management of Australia’s forests; that they promote Australian-made; and that they support an Australian workforce.”

Demand for certified forest products is increasing despite the global credit crunch and PEFC is working to ensure supply can be kept up.

The system is making early progress in Africa and Asia, with schemes in Gabon and Malaysia recently completing their endorsement processes to be pioneers in their respective regions.

PEFC International is also providing advice and input into developing certification schemes in China, which is the world’s biggest trader in wood-fibre products, and in India. Training courses for certifiers, auditors, and participant companies are being provided in China, as well as Japan.

PEFC provides input into many public sector procurement policies around the world, using its growing influence to encourage ethical purchasing.

For further information:

- [www.perf.org](http://www.perf.org)
- [www.forestrystandard.org.au](http://www.forestrystandard.org.au)

## About

### What the Brand Council does

The independent Brand Tasmania Council was established in July 1999 to formulate and promote a place-of-origin branding initiative for Tasmania. Its members include leaders of the private sector and representatives of the Department of Premier and Cabinet, Tourism Tasmania and the Department of Economic Development. The Brand Tasmania Council collaborates with industry councils, such as the Food Industry Council of Tasmania.

The Brand Tasmania Council's vision is that Tasmania be recognised as a leader in the world of islands, with a global reputation for quality products and services. To achieve this, the council will promote a strong, positive perception of Tasmania by connecting its recognised natural values to the resourcefulness, innovation and creativity of its people, through the Brand Tasmania®.

The council's principal objectives are to heighten the profile, quality and value of Tasmanian products and services in the marketplace and to encourage a broad-based ownership of the Tasmanian brands by Tasmanian enterprises and the community.

## Brand members and Tasmanian eFriends

### Opportunities

Brand Tasmania® recognises that a vital ingredient to the successful development of its marketing efforts is its relationship with private sector companies, government and friends of Tasmania.

To formalise these relationships, Brand Tasmania® has created membership opportunities to enable organisations and individuals to champion the Tasmanian Brand. There are two membership options: Brand Members; and Tasmanian eFriends.

### Brand Member

A trade network has been developed, including public and private sector enterprises, with the express desire to underpin the Tasmanian Brand and heighten the profile, quality and value of Tasmanian products in the marketplace. Participants are known as Brand Members. They benefit from cross-promotions, information sharing, mentoring and network opportunities, as well as the use of the generic brand values of Tasmania in a way that will increase market awareness and marketing opportunities for themselves and all Tasmanian businesses. Brand Members will have access to the full range of Brand Tasmania® promotional material as outlined in the inventory of resources listed under Brand Tasmania® Resources.

An annual membership fee of \$250 applies for each sector in which the business requires to be listed. Registration can be completed on line at:

<http://www.brandtasmania.com/show.php?ACT=MembersForm>