

FSC® AUSTRALIA AND NEW ZEALAND

Our Vision Context

FSC is the trusted brand for ‘Healthy forests supporting healthy communities’

Our Role

We bring together people with economic, social and environmental interests in forests to drive improvement and shift the global forest trend toward conservation, restoration and respect for all
We partner with our members, certificate holders and companies across the supply chain to promote FSC's brand and value

FSC is a market-based eco-label that provides assurance that forest products are sourced in a way that balances environmental, social and economic needs.

FSC aims to improve on-ground forest management through encouraging purchase of certified products across the supply chain and driving improvement through consensus set forest practices standards.

FSC is a non-profit member organisation that through three equal chambers (social, economic and environment) develop standards that enable responsible forest practice to be measured. FSC Australia is a separate incorporated National Office of FSC International.

Guiding Behaviors

Give & ask for feedback
Respect others time
Support each other to deliver
Communicate clearly and directly
Take responsibility
Build relationships
Have fun & enjoy work

Values

Courage in tackling issues honestly
Respect by listening, being present & valuing contribution
Empower people to engage in forest management
Integrity in how we work, engage and communicate

Principles

Focused: we avoid distractions and work on our priorities
Inclusive: we invite and value different views and thoughts
Collaboration: we work together and value our differences
Inform & Educate: we inform and educate in every interaction
Measurable: we prepare for and measure success
Influence: we seek to influence those who can most affect change
Transparency: we are open in what we do and why

Core Services

Marketing and Promotion: Developing & distributing marketing materials, consumer engagement & promoting FSCs brand, certification system and products

Business Development: Connecting supply & demand of FSC products, engaging companies in certification, exploring new markets, monitoring of competitors in the region

Policy Development: Develop, promote, improve and provide local interpretation for FSC standards

Dialogue and engagement: facilitating, listening and supporting people to meaningfully engage, share, learn and collaborate

Public Relations: Media liaison, proactive media, reactive management of crises, disputes & negative publications

Trademark Services: trademark use is understood, licensed & promoted. We engage with businesses to empower them to promote FSC.

Inform, update & empower: advise, update, train & support members, public & stakeholders to engage in and navigate FSC policy & processes

Advocacy: Representing FSCs interests in-country, advice to FSC on behalf of its members to help shape global policy advocating for good forest management

Inputs People (staff, directors, partners, members, volunteers), intelligence (market, members, supporters), \$ (fees, licensing, revenue sharing)

Short term outcomes

(2015 – 2016)

Mission: To make FSC publicly visible and known

Key Outcomes:

1. Standard: **National standard** is complete & accredited internationally
2. Stability: Key **3 year funding agreements** in place with sponsors and a dynamic & flexible organisation
3. Business Model: Provide commercial **advice & training** on the FSC system to help diversify income streams
4. Engagement: **Stakeholders are empowered** and have opportunities to engage with FSC & certification bodies
5. Promotion: Promotion of **FSC brand** increases awareness amongst **consumers** and large **retailers**
6. Promotion: **Certificate holders value certification** & label products, with increases in sawn timber markets
7. Advocacy: FSC is **part of the dialogue** on the future of forestry including ecosystem services and conservation
8. Membership: **remains stable, diverse**, broad in coverage and adds **values** to individuals, organisations & networks
9. Services: FSC has a **presence in NZ**

Medium term outcomes

(2016 – 2018)

Mission: To make FSC valued and respected by stakeholders

Key Outcomes:

1. Standards: **Controlled Wood Risk Assessment** identifies important values & controls in all key bioregions.
2. Supply: **Supply of FSC material is not a barrier** to increasing the volume and range of FSC products
3. Promotion: **High profile retailers & specifiers** understand FSC, source it & are confident to promote it
4. Advocacy: **FSCs views sought on key policy & purchasing decisions** relating to forests & forest products
5. Certification: Demand and customer relationships **drive more brands and product owners to seek certification**
6. Certification: audits and audit outcomes are **consistently high quality**
7. Brand: FSC brand is **recognised, valued and demanded** by consumers, stakeholders & procurement managers
8. Case Studies: Clear examples where **FSC certification has lead to on-ground management changes.**
9. Membership: **Grows in diversity**, coverage, indigenous representation and actively support & value FSC

Long term outcomes

(2018 – 2020)

Mission: To make FSC trusted by consumers and stakeholders

Key Outcomes:

1. Standards: FSC standards are **practical & able** to be implemented by smaller growers
2. Supply: **Consumer and retailer demand** has resulted in more than 50% of production being FSC certified
3. FSC Products: **A broad range of FSC products** are available in many stores for both fibre and timber products
4. Certified volumes: **More forests and timber volumes are fully certified** and certification brings community support
5. Credibility: People trust that their issues and concerns will be addressed in FSC forests, **trust our transparent processes**
6. Engagement: Those engaged in certified forestry including indigenous people trust FSC, are **proud of what they do**
7. Outcomes: FSC certified forests are healthy, productive and support and **sustain regional communities**. Poor forestry practices are less common.
8. Promotion: **FSC is a sought after partner in campaigns** by brands and can secure funding beyond trade marks
9. Intelligence: **FSC is the authoritative source** on FSC & responsible procurement