

## **A globally trusted source of forest products**

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Forestry Tasmania's focus is shifting from being an internationally competitive land manager to being a globally trusted source of certified timber products and services.

The shift in the company's corporate vision was part of the launch of the company's new vision, mission, set of corporate objectives, and values at a breakfast in Launceston this morning.

The changes reflect changing community values. "The old corporate statements no longer reflect who we are as a business. The old statements over-emphasised the profit motive and under-emphasised our commitment to social and environmental outcomes," Managing Director Bob Gordon said.

"The changes are best illustrated by the revised corporate objectives. Under the old, the first corporate objective was to improve profit performance and returns to shareholders.

"This objective implied that the business might be prepared to sacrifice good sound environmental management for a quick buck. That is not how we operate. Our business operates over 90 year time frames, and the profit result from one year to the next is not how we should be judged.

"We should be judged on how we use science to manage the forests so it delivers jobs, wealth, environmental and social outcomes for not only for this generation, but for our kids and their kids.

"Our aim should not be to make an obscene profit this year, but to make sure that we are cutting at a slower rate than the forest is growing, that we are regenerating every patch of harvested forest, so that in 90 years there will be more forest not less.

"For that reason, the first corporate objective is not to increase profit, but to embrace science to achieve best practice environmental stewardship.

"This does not mean we intend to stop returning a dividend to the community. In fact the opposite is true. It will make our business more sustainable environmentally and economically.

"Values and profit are not mutually exclusive, rather you cannot have one without the other.

"The new objectives reflect the fact that Forestry Tasmania values its staff and customers, is approachable and a responsible forest manager, but at the same time continues to be an important driver of the State's economy and a trusted source of timber products."

Mr. Gordon gave examples of change citing the cessation of the use of 1080 in public forests and conversion of native forest to plantation; the move away from clearfelling in old growth forests; the increase in down stream processing and the investment in wedge tailed eagle protection.

He also spoke of the more transparent way in which Forestry Tasmania has operated in recent times.

“Last year we opened the battered brief case. We commenced annual community forums. We commenced regular open days and tours of head office. We developed a community access bus to make FT more accessible. We post all FoI requests on our website and we’ve tried to open dialogue with conservationists.” FT Chairman Adrian Kloeden launched the new values after speaking of the important role that values play in organisational success.

“It is a company’s values by which it is judged, internally and externally.

“The values that direct the operations of a company become synonymous with the organisation brand and have a direct correlation to profitability.

“By changing our values to more appropriately represent who we are and the values of our stakeholders, the community, I believe that Forestry Tasmania will have a future as sustainable as our forestry.”

Mr. Kloeden and Mr. Gordon signed a pledge to represent the fact that the new values would become a part of daily operations at Forestry Tasmania.

“These values will not be put away in a folder and dusted off for an update in 10 years time.

“These values will be shared by our staff in every level of our organisation from the managers to the juniors.” Said Mr. Kloeden.

Mr Kloeden finished his speech by elaborating on the new Forestry Tasmania value “we are proud of who we are and what we do.”

“We are proud of our past and we look forward to our future. We look beyond ill-informed comment in the media and know our value.

“I am proud to be the Chairman of Forestry Tasmania – and I have every right to be.”

ENDS

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