



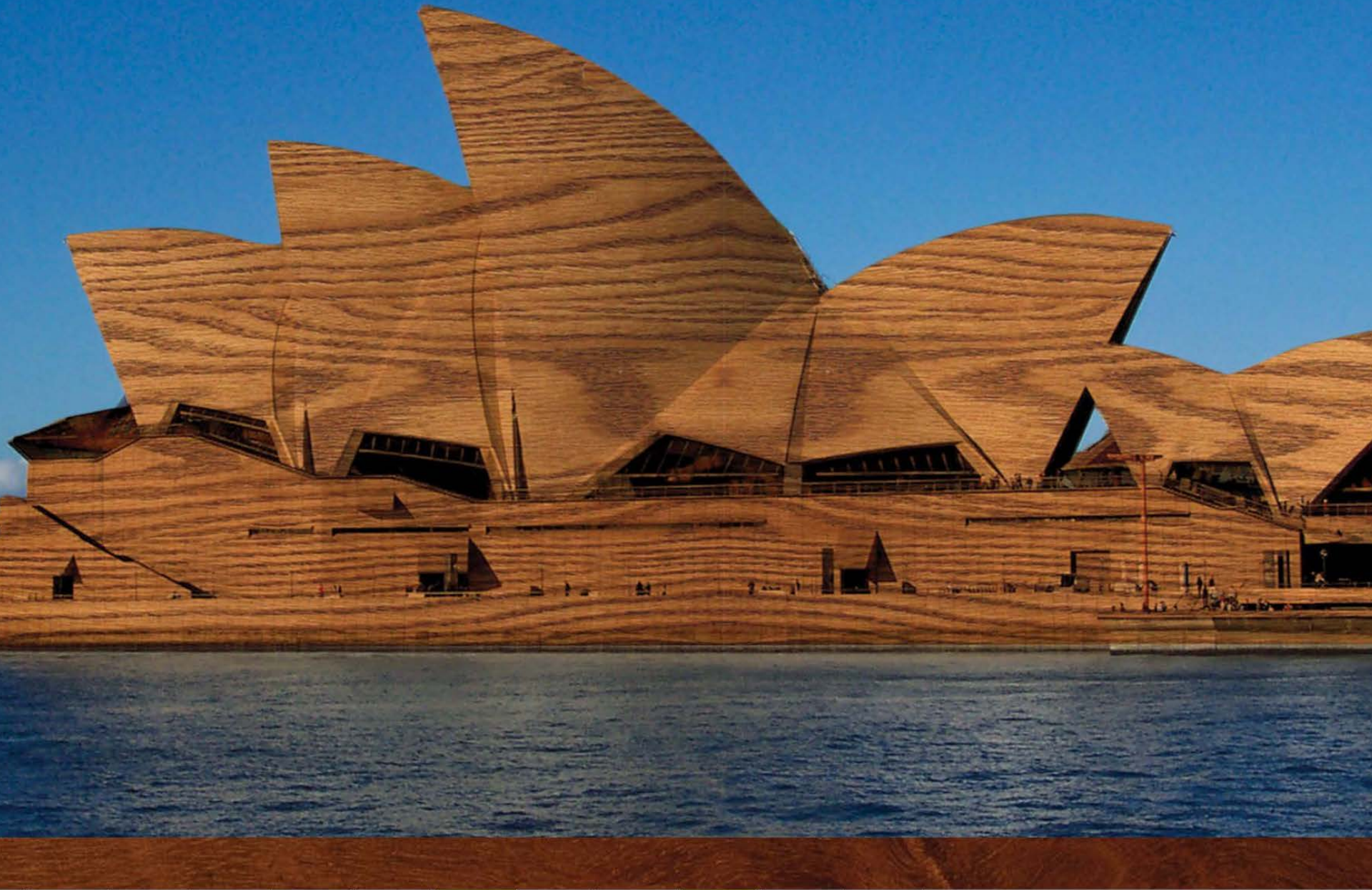
Current FWPA activities to support mid-rise market

11th August, 2015



**Forest & Wood
Products Australia**
Knowledge for a sustainable Australia

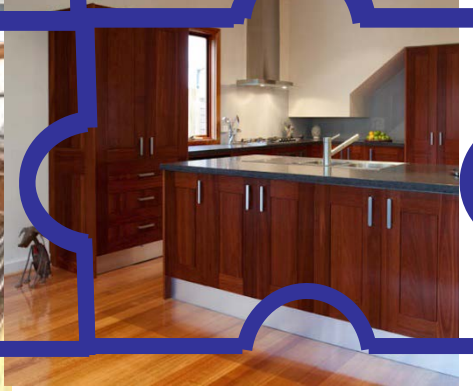
FWPA Vision: To ensure that forest and wood products are the preferred, sustainable material that meets the market needs.



Current markets and new opportunities




There is no single solution:
many parts to the puzzle



FWPA has built some parts of the puzzle



Market research



Consumer attitudes



Consumer advertising




Planet Ark partnership



Specifier partnerships



Specifier CPD credits



Awards and prizes



Tertiary training



Technical development



Timber standards



Building codes



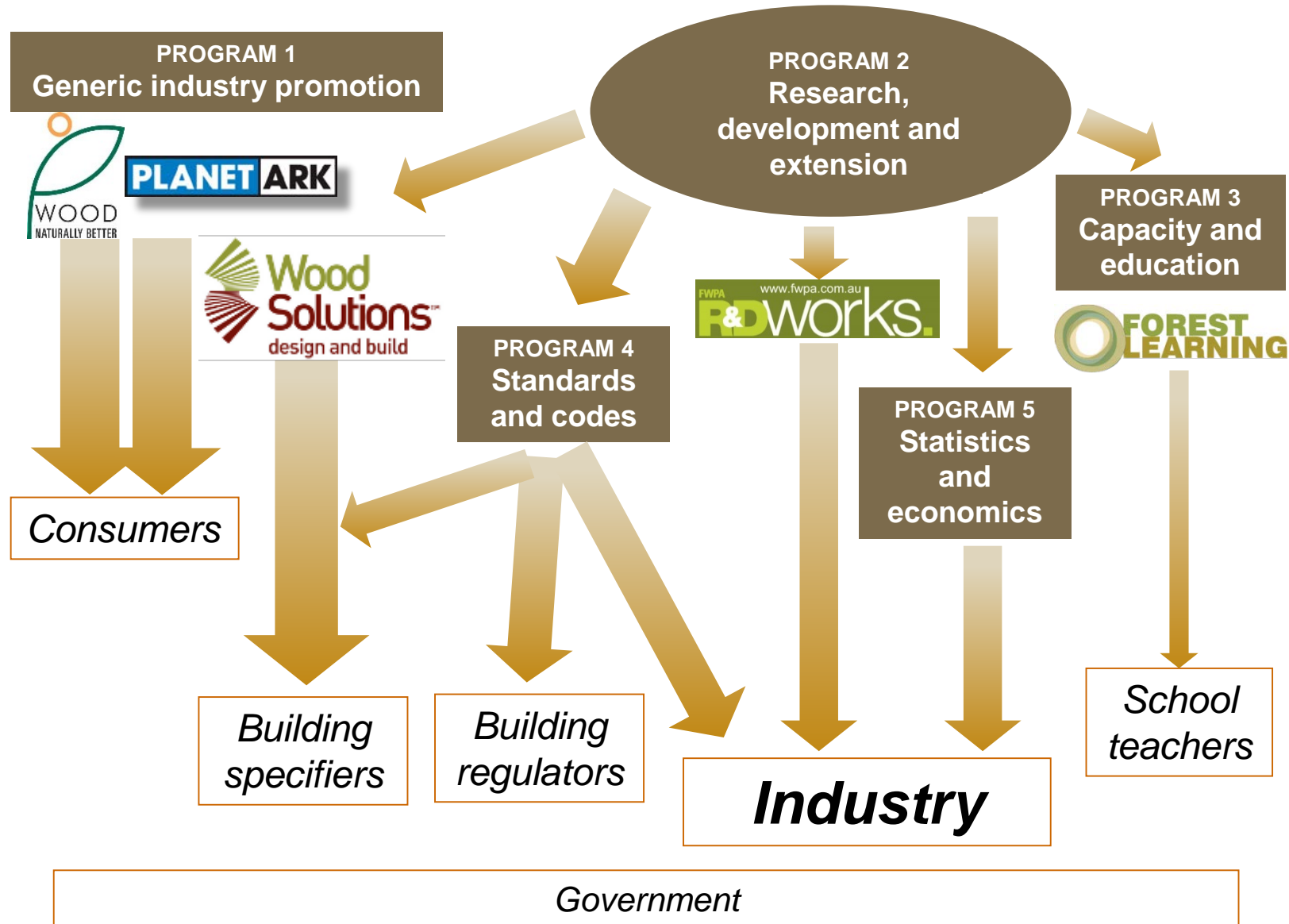
Community support



FWPA's programs are inclusive and national coverage

- Consumers and building specifiers
- Generic to cover all wood types and sources (hardwoods, softwoods, EWPs, domestic and import)
- Cover all States and most urban areas (TV advertising, WS seminars)
- Expanding WoodSolutions to cover specifier audiences in a structured manner.
- Strategically driven
- Based on technical and market research

R&D findings drive programs



Appreciation from high places



I came to appreciate the forest wasn't just a place of beauty, but it was a source of resources; of the ultimate renewable resource ... when I look out tonight at an audience of people who work with timber ... I see people who are the ultimate conservationists. That's what I see and I want to salute you.

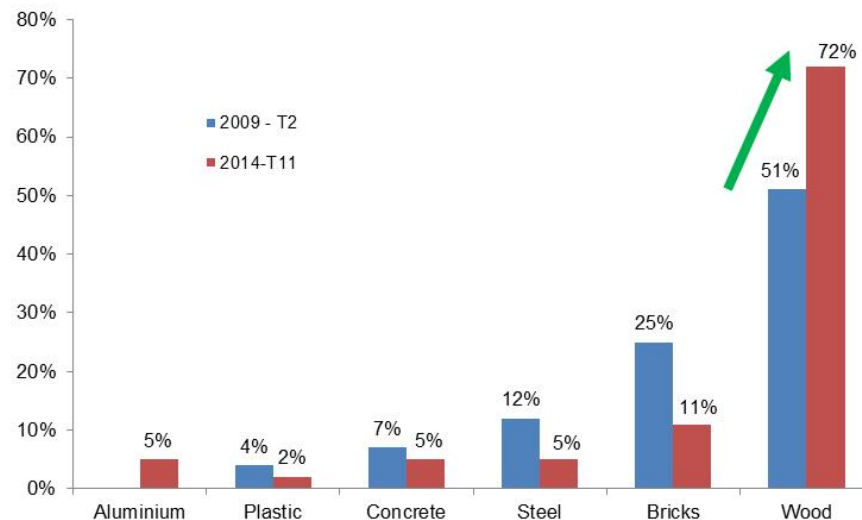
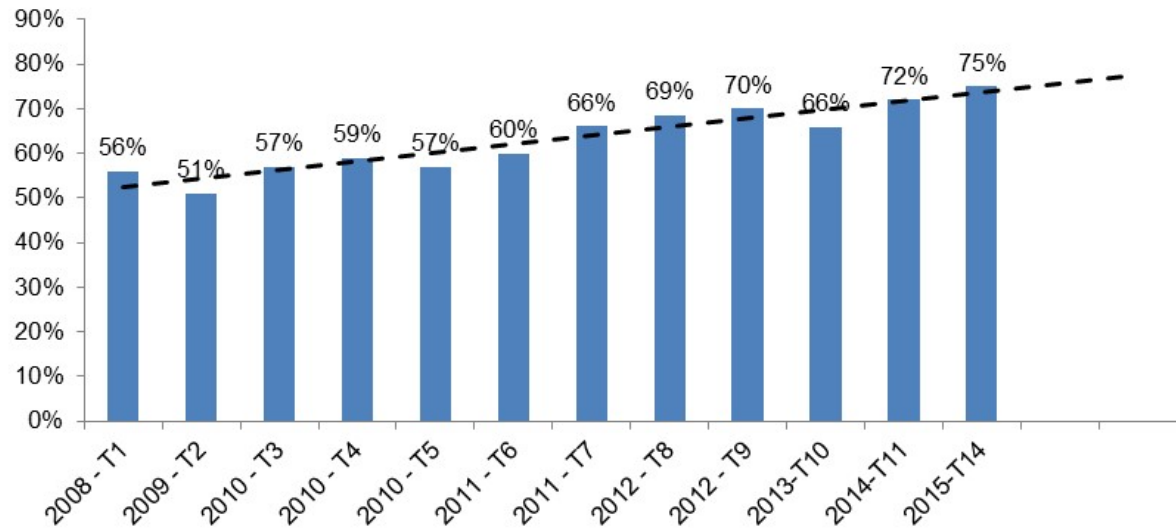
Tony Abbott,
Prime Minister
(March 2014)



Wood may be one of the world's oldest building materials, but it is now also one of the most advanced. Building stronger markets for innovative new wood products supports sustainable forestry, helps buffer reduce greenhouse gas emissions, and puts rural America at the forefront of an emerging industry.

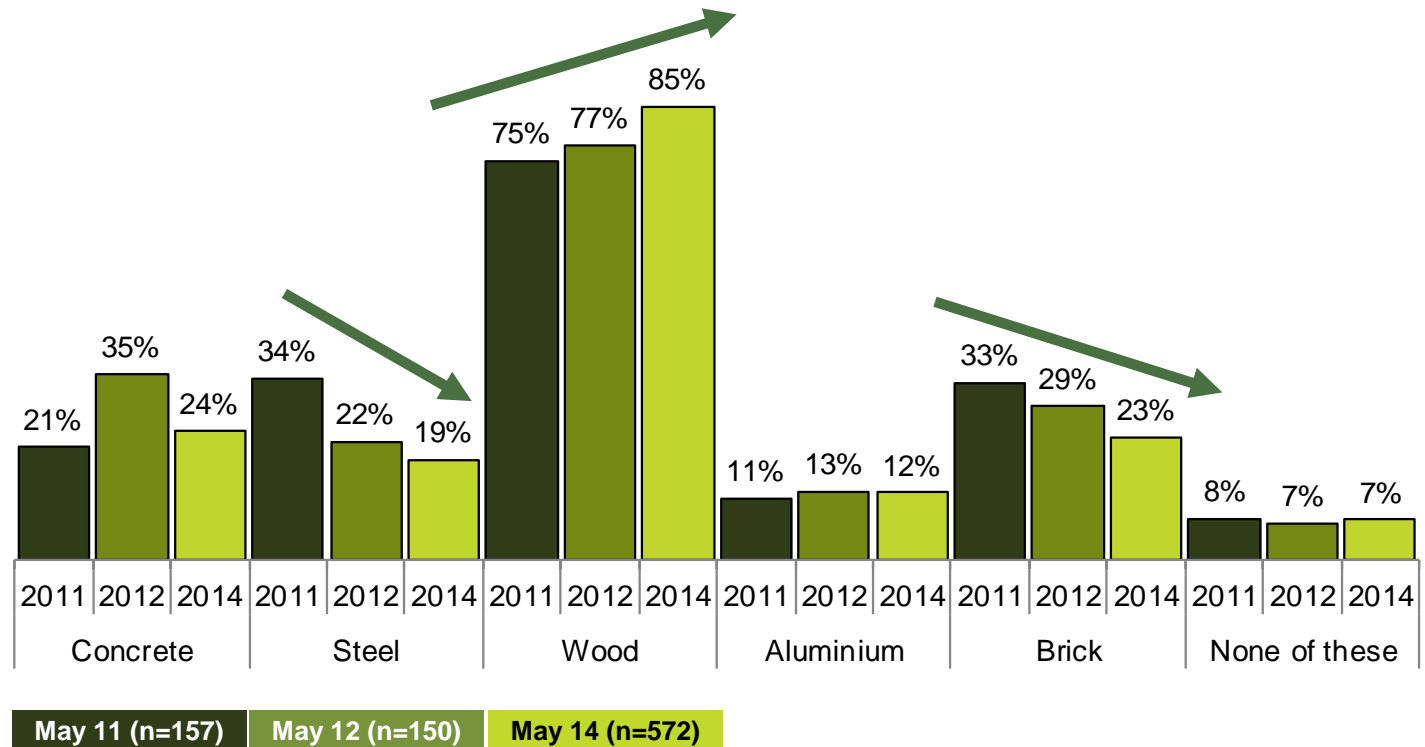
Tom Vilsack,
US Agriculture Secretary
(March 2014)

Wood now “owns” the term environmentally-friendly with consumers



Source: Internet surveys
(n>=1000)
Sample reliability is 95%
confidence interval +/- 3%

Building specifiers associate wood with environmental sustainability



TV Advertising – Peter Maddison

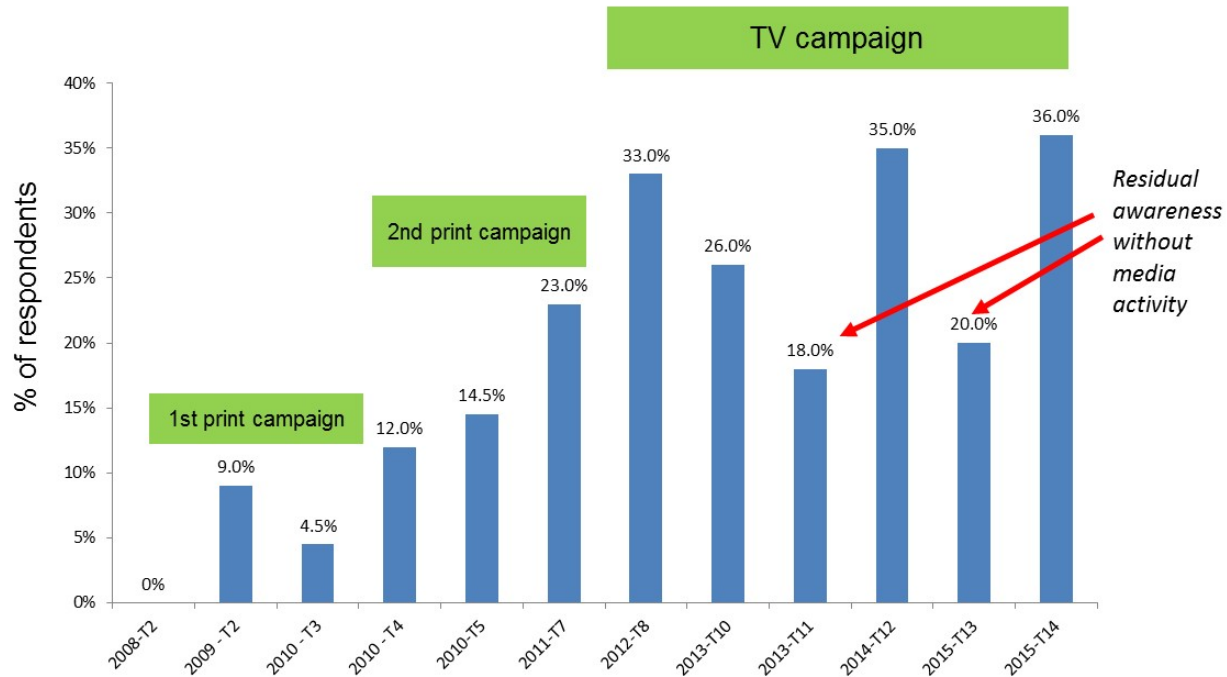
Environmental Edge TV Commercial

- Excellent research results
- Positive trends regarding perceptions of the benefits of wood



Peter Maddison, Host of Grand Design Australia

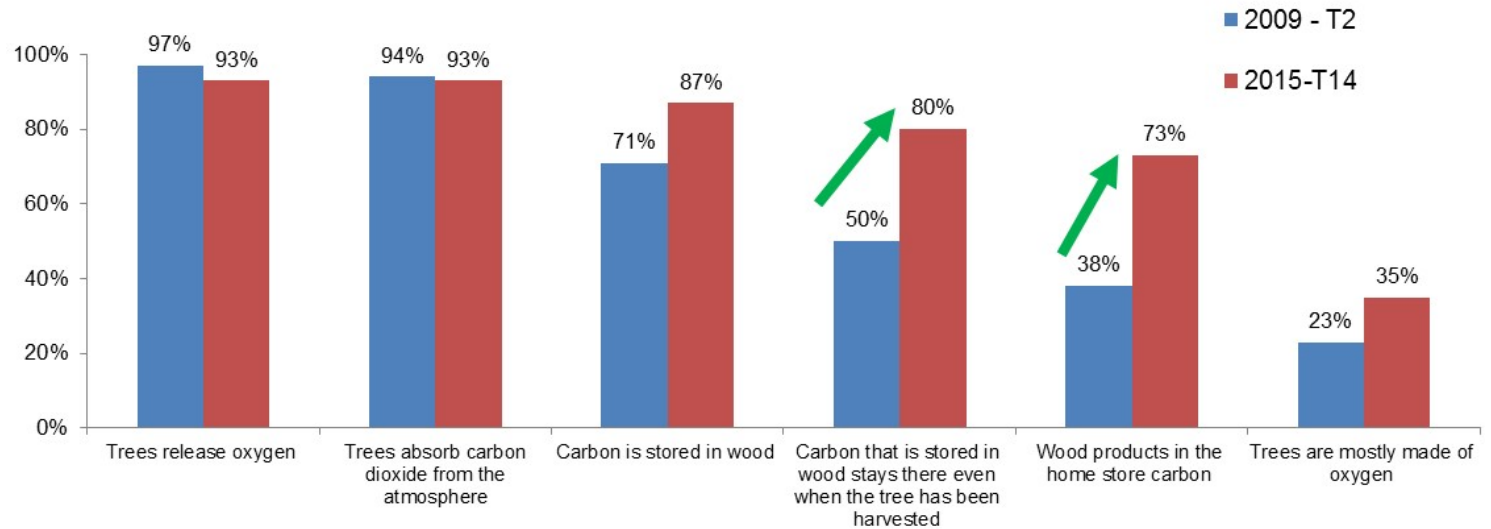
Reduced media spend is impacting on ad awareness



Source: Internet surveys (n>=1000)
Sample reliability is 95% confidence interval +/- 3%

The TV advertising campaign has been extremely successful even at a reduced budget

Understanding about wood products and carbon have improved



... but don't assume that people understand the science

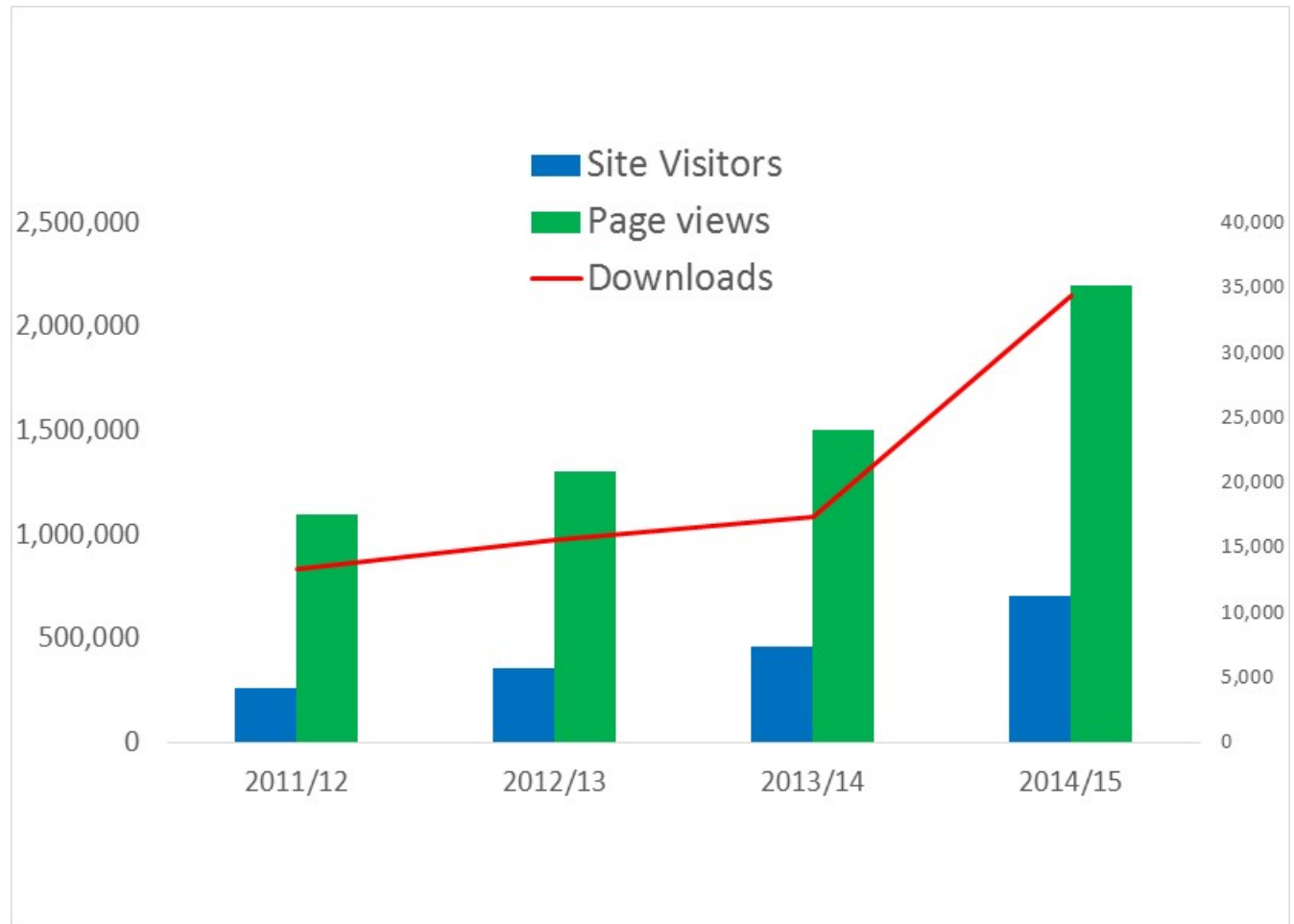
Source: Internet surveys (n>=1000)
Sample reliability is 95% confidence interval +/- 3%

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WoodSolutions
The website for wood

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WoodSolutions website shows substantial growth



WoodSolutions continues to rank as the most visited wood promotion site in the English-speaking world



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CHOOSE RECYCLED

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Choose recycled wood

Recycled wood has a story to tell and it is beautiful too. By using recycled wood in buildings, and indeed for furniture, toys, and other uses, the carbon is stored in that wood for life.

As part of [National Recycling Week](#), we are bringing you inspirational [examples of the use of recycled wood](#).

Make It Wood TV CSA.mov



Recent News

- [Wooden chopping boards up for grabs](#)
- [Snap Some Wood To Win An iPad With A Wooden Cover](#)
- [Grand Designs Live - Free Tickets!](#)
- [Support Responsible Forestry to Win An Eco Getaway](#)

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Wood is good for health and wellbeing



Wood is Good For Your Body and Brain

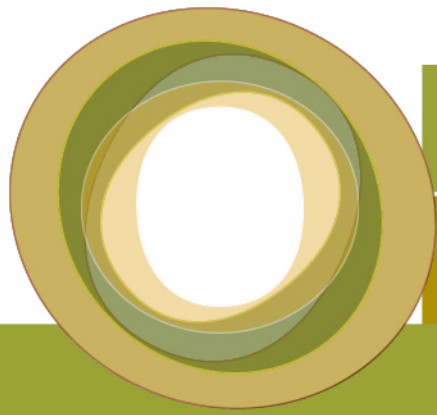
Exposure to wooden furniture and fittings has real and measurable health and wellbeing benefits.

These benefits are outlined in a new report launched by Planet Ark's Make it Wood campaign in the lead up to World Wood Day. The report titled Wood - Housing, Health, Humanity examines the growing body of research showing the range of health and wellbeing benefits of living, working and learning in environments rich in wooden furnishing and fixtures.

Some of the findings include:

- Residents in aged care facilities interact more with each other when surrounded by wood,





FOREST LEARNING

www.forestlearning.edu.au

A teaching and learning resource on
Australian forests and sustainability for years 3 –12



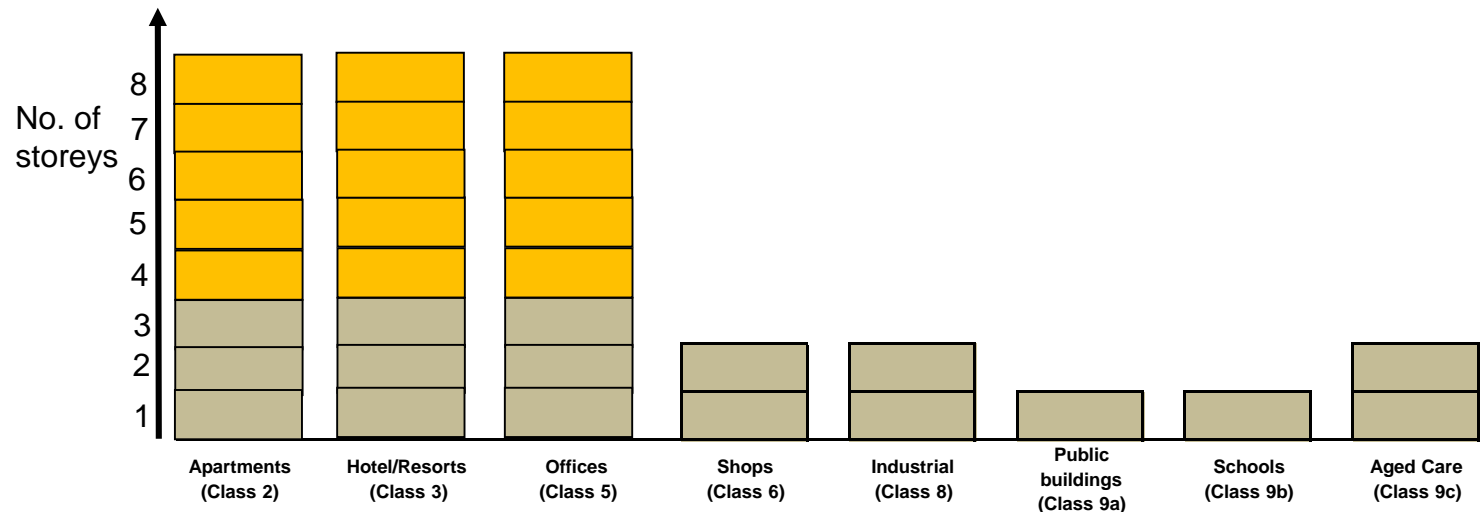
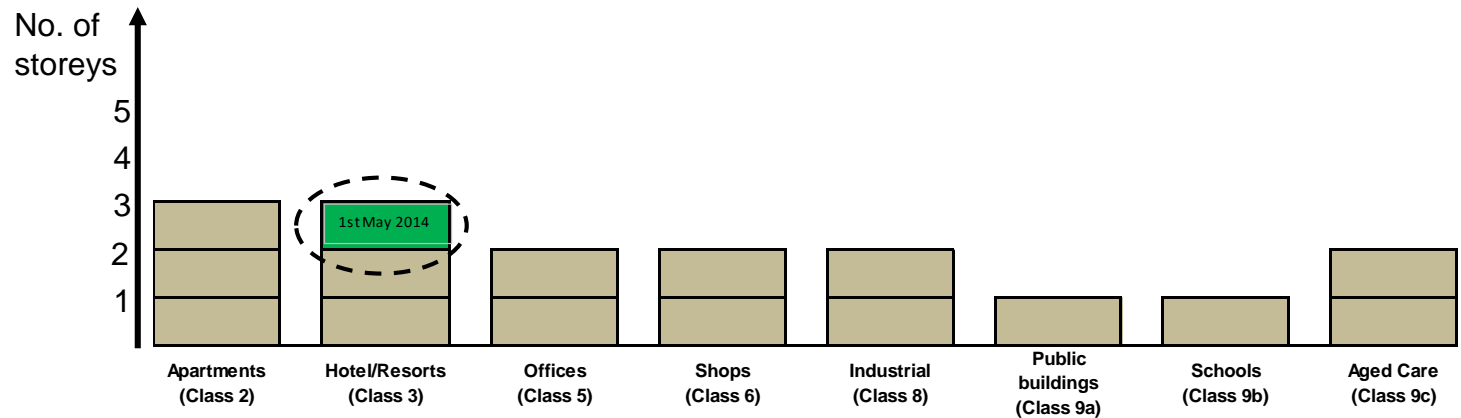
PLAN • TEACH • DISCOVER • EXPLORE • LEARN

Strategic focus to standards

- Aim to create easy-to-use, performance-based standards that can be maintained in a timely manner
- Need to refocus resources on building codes to grow the market (rather than internal industry competition).
- Industry reference group has established a priority list of timber material standards.
- Only priority standards will be provided funds for maintenance and updates.
- Standards committees have been rationalised.



Changes to national construction code can grow the market



Proposal for change to building code

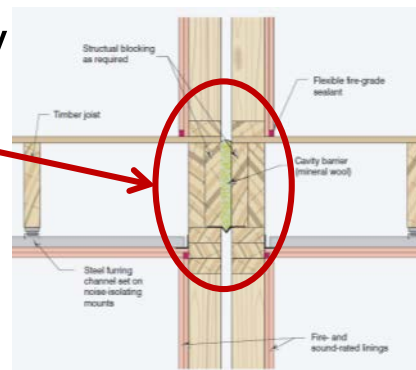
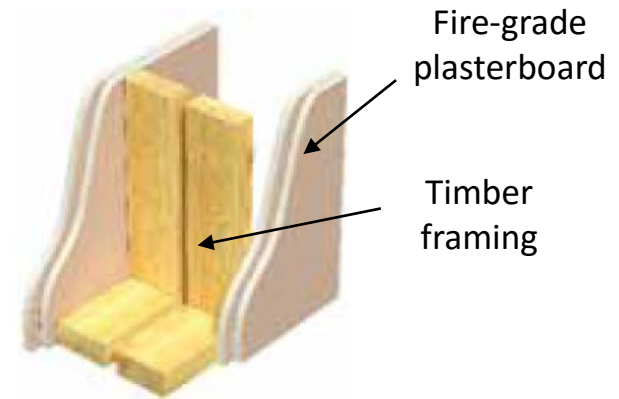
- *Non-combustibility* strategy adopted by FWPA board in Oct-2012
- Change in review cycle to the national construction code required accelerated implementation
- Wide consultation and evidence-based approach
- Covers lightweight construction and massive timber
- Multi-residential, hotels/motels and office buildings up to 25 metres
- Final decision by ABCB in November with **possible** inclusion in 2016 Code



Fire-Protected Timber

General Timber (*High level of protection to timber*)

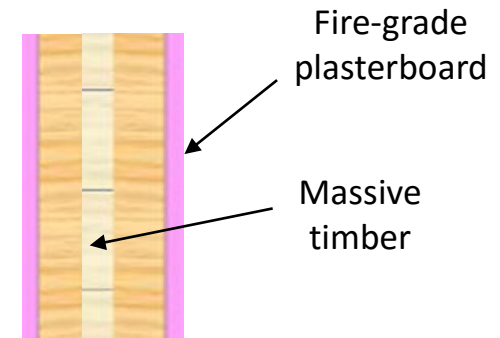
- FRL lightweight timber-framed construction
e.g. 90, 120, 140 x 45mm
- Additional precautions to reduce risk of fire spread to cavities
e.g. Sprinkler system *plus* 2 x 13mm fire-grade plasterboard for walls, 2 x 16mm fire-grade plasterboard for ceilings
- Additional precautions to reduce risk if fire enters or starts in cavity
e.g. cavity barriers



Fire-Protected Timber

Massive Timber (*Lower level of protection to timber*)

- Minimum 75mm thickness of massive timber element, with required FRL, with no concealed spaces between plasterboard coverings and timber
e.g. CLT, Glulam, LVL
- Precautions to reduce risk of timber ignition
e.g. Sprinkler system *plus* 1 x 16mm fire-grade plasterboard for walls,
1 x 16mm fire-grade plasterboard for ceilings
- High inherent fire resistance of massive timber
- Comparable to minimum definition in US for heavy timber



The Green – Parkville, Victoria



Timber buildings can be built through alternative solutions but the deemed-to-satisfy solution will make it easier!

Fires during construction



- Only addressed to a limited extent in BCA
- More detailed approach considering broader range of issues required under WHS legislation
- Guide published June 2014 – being used by some contractors

Mid-rise timber buildings



- New Technical Guide detailing the DTS requirements for lightweight and massive systems
- Guide to be published by end of 2015

Mid-rise timber buildings



Training Package

- New training package for use by registered training providers detailing the DTS requirements for lightweight and massive systems
- Training package to be completed by end of 2015



Critical lessons learnt

- Build partnerships and alliances (*personal relationships do matter*)
- Facts and genuine consultation will payoff in the long-run
- Maintain consistency in messages and branding (*repetition does matter*)
- Encouraging adoption takes time, patience and creativity
- Make design tools, guides, standards as simple to use as possible (*any barrier is a turn-off*)



FWPA

Delivering the results