

Selling the softwoods (and the trees)

Softwoods CEO Forum



FWPA Generic Marketing

An integrated program based on:

- Industry consultation and other data
- Specifier research (3rd year)
- Consumer research (5+ years of ongoing tracking)

Strategy based on:

- Results of research over many years

Research results:

- Lack of knowledge was a major barrier to increased use of wood in building construction

FWPA Generic Marketing

Three main areas of activity:

***Consumer - WHY use wood/social license
(environmental message, wood stores carbon)***

- Planet Ark Relationship – Australia’s most trusted source of information.
- Range of activities undertaken
Make It Wood/Environmental Edge -
TV, bus, print, electronic screen
- Sponsorship consumer exhibitions –
Grand Design Live, etc

FWPA Generic Marketing

Consumer Program

- Targets a broad range of consumers
- Helps us understand consumer attitudes
- Results continue to be excellent –

Contributing to:

- Increased understanding of the advantages of wood
- Indirectly - increasing the social licence for the industry to operate

FWPA Generic Marketing

Trade Partner Program - Wood. Naturally Better.™

- Communicates to industry and trade
- Allows members of the supply chain to leverage the strengths of the two programs to increase the Industry's market share
- Over 1,000 members

FWPA Generic Marketing

Specifier Program (WoodSolutions) - HOW to use wood

- Audience – architects, engineers, building designers
building surveyors, quantity surveyors, fire engineers, etc
- Established important sponsorships and alliances
with key professional associations
(AIA, EA, BDA Alliance, etc)
- Both National and State levels

WoodSolutions communications channels

- Generic conventional sales materials
- Trade events, retail displays etc.
- Trade, industry and professional publications
- Electronic media - websites, social media etc.
- Technical design guides
- Professional tutorials
- Seminars and speakers

WoodSolutions activities – Marketing brochures and promotional gifts

Choose your WoodSolutions

Bringing together a comprehensive range of resources, information and activities, WoodSolutions is designed to be a source of independent, non-proprietary information for design and building professionals.

Online knowledge base
 Research with architects and engineers showed a lack of easily accessible, relevant information was an impediment to using more wood in built structures. Now, from span tables to species information, blogs to case studies, connections to finishes – all you need to know to design and build with wood is in one convenient location www.woodsolutions.com.au.

Technical Design Guides
 Informative, technical Design Guides for construction specialists and architects.

Tutorials
 One-hour, educational workplace or online presentations for architects, building designers, engineers and other building professionals. WoodSolutions Tutorial topics include:

- Inspirational Projects
- Wood Finishes and Coatings
- Wood Basics: Terminology, Properties & Specification
- Design for Durability
- Fire Safety and Performance of Wood in Multi-Residential and Commercial Buildings
- Using Wood in Bushfire Prone Areas
- Lightweight Energy Efficiency and Thermal Comfort/DASIX Green Star Ratings with Wood

Authoritative. Independent. Resource Full. Your one stop wood information solution.

From seminars to WoodSolutions and inspiration.

Building designed or modified to suit audience. Ask us about other topics or

For informal and formal points of contact for design and build professionals. For details, visit www.woodsolutions.com.au/cpd



WoodSolutions activities – Trade Advertising



Discover more ways to build your knowledge of wood

If you need technical information or inspiration on designing and building with wood, you'll find WoodSolutions has the answers. From technical design and engineering advice to inspiring projects and CPD linked activities, WoodSolutions has a wide range of resources and professional seminars.

www.woodsolutions.com.au

Your central resource for news about all WoodSolutions activities and access to more than three thousand pages of online information and downloadable publications.

Technical Publications

A suite of informative, technical and training guides and handbooks that support the use of wood in residential and commercial buildings.

WoodSolutions Tutorials

A range of practical and inspirational topics to educate and inform design and construction professionals. These free, CPD related, presentations can be delivered at your workplace at a time that suits you.

Seminars and Events

From one day seminars featuring presentations from leading international and Australian speakers to international tours of landmark wood projects, WoodSolutions offer a range of professional development activities.

What is WoodSolutions?

Developed by the Australian forest and wood products industry for design and building professionals, WoodSolutions is a non-proprietary source of information from industry bodies, manufacturers and suppliers.



WoodSolutions.com.au. The knowledge building website.

If you're looking to design or build a commercial, residential or industrial project - discover WoodSolutions, the website that's designed and constructed for you.

WoodSolutions is a world-leading initiative and a one stop source for a huge range of free, non-proprietary information, including:

- Technical Design Guides
- case studies
- workplace technical presentations
- conferences and seminars

- species information
- performance data
- fire information
- durability ratings
- fixings and finishes
- Standards and Codes, and much more.

Developed by the Australian forest and wood products industry, WoodSolutions contains information from industry bodies, manufacturers and suppliers. Visit the WoodSolutions website today and build your knowledge.



Design and Build? Read and Learn! WoodSolutions Free Technical Publications

From Technical Design Guides to Handbooks and more, WoodSolutions offers you a comprehensive and expanding range of informative resources.

Technical Design Guides

A range of hands-on guides containing compliance information and example diagrams. Current titles include:

- #01 Timber-framed Construction for Townhouse Buildings Class 1a
- #02 Timber-framed Construction for Multi-residential Buildings, Class 2, 3 & 9c
- #03 Timber-framed Construction for Commercial Buildings Class 5, 6, 9a & 9b

#04 Building with timber in bushfire-prone areas

#05 Timber service life design - design guide for durability

#06 Timber-framed construction joint - sacrificial timber construction

#07 Plywood beam construction for detached housing

#08 Stairs, balustrades and handrails Class 1 Buildings - construction

#09 Timber flooring - design guide for installation

#10 Timber windows and doors

Other publications

WoodSolutions has a range of other publications, covering topics including:

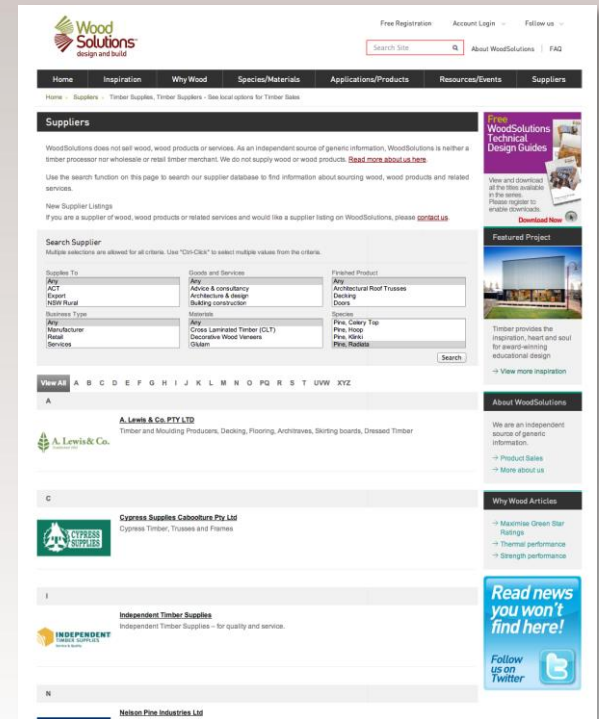
- R-Values for Timber-Framed Building Elements
- Cross Laminated Timber (CLT) Handbook

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WoodSolutions activities – Electronic Media - Website, social media, etc



www.woodsolutions.com.au

- Online knowledge source – information more accessible
- Sourced from research studies, technical guides, building codes and standards, case studies etc.
- Advertise your business on supplier area of site
- 60,000 Great example of how the internet can aggregate and disseminate complex information
- 60,000+visitors per month/over 1.3Million page views

WoodSolutions activities – Technical Design Guides



01 Timber-framed Construction for Townhouse Buildings Class 1a

Design and construction guide for BCA compliant sound and fire-rated construction

Technical Design Guide issued by Forest and Wood Products Australia



05 Timber service life design

Design guide for durability

Technical Design Guide issued by Forest and Wood Products Australia



13 Finishing Timber Externally

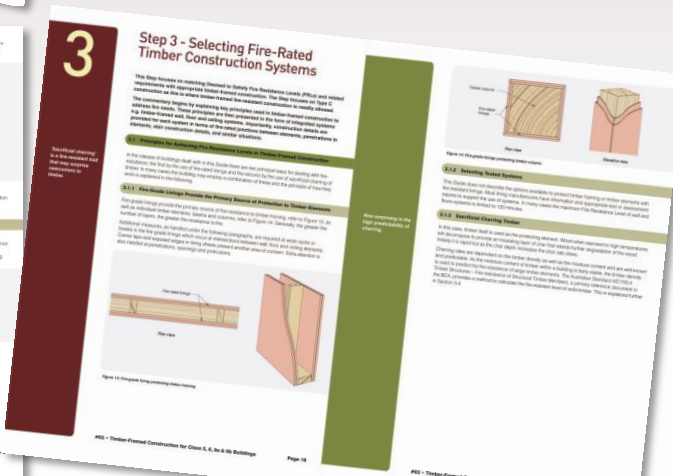
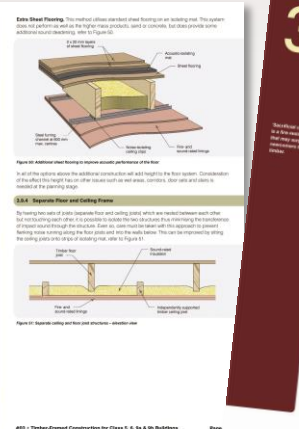
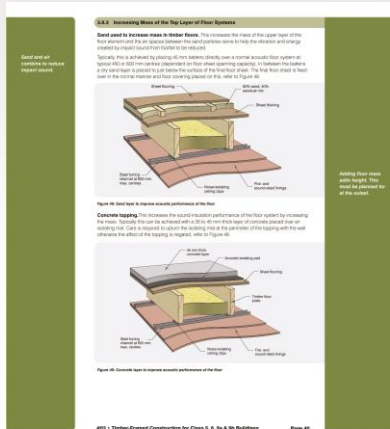
Technical Design Guide issued by Forest and Wood Products Australia



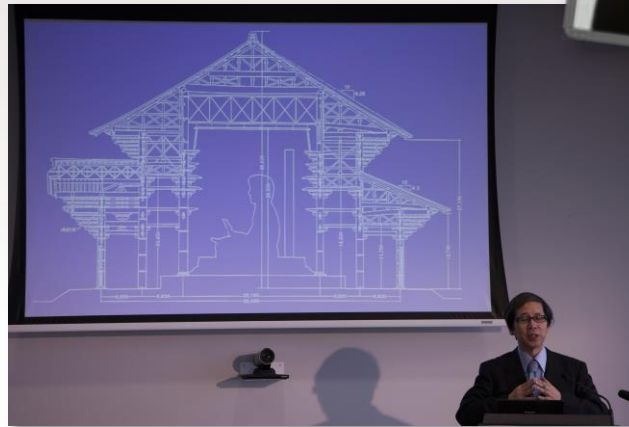
16 Massive Timber Construction Systems

Cross-laminated Timber (CLT)

Technical Design Guide issued by Forest and Wood Products Australia



WoodSolutions activities - Seminars & Tutorials



WoodSolutions success to date

- Website/internet - 60,000+ visitors a month
- 13,000 technical material downloads in 2013
- Seminars, tutorials and events - 50,000 event attendees in 2013
- Partnerships with professional bodies (architects/engineers/ designers) potentially 25,000+ professionals
- Education program aimed at UNI/TAFE staff

**We have
built the
foundation**



WoodSolutions is.....

- Communicating new product developments, e.g. Modular flooring panels, engineered wood products
- Expanding website content and related information
- Growing the supplier section of the website (is your company or product/s there?)
- Conducting/supporting tutorials and other informative events

Now what do
we add to grow?
There are
many options.
Here are two.



Opportunity One

The BBQ (or workplace) phenomenon.

Can all your staff clearly articulate the many advantages of wood as a material and your products in particular?

A more informed industry workforce can:

- Sell more of your products
- Provide support for other timber and wood products
- Contribute toward increasing the social license for our industry to operate

Solution One

FWPA (WS) is prepared to offer online and/or personally delivered group tutorials that will:

- Familiarise your staff with the renewable and environmental advantages of wood
- Help them to understand how wood fits into a competitive materials market
- Help them to understand how specifiers see wood and wood products and what they want from them

Opportunity Two

Overseas experience shows that one-to-one personal, professional communication can:

- Increase the use of wood and wood products
- Identify new projects and markets
- Be the 'eyes and ears' of the industry
- Provide technical and website content
- Provide an excellent ROI

Solution Two

Establish a national technical field force of 8-10 knowledgeable reps who can:

- Liaise with specifiers - from architects to building surveyors
- Inspire with news of new projects
- Advise changes to building codes and standards
- Provide generic product advice
- Direct specifiers to a supplier listing
- Speak at seminars, tutorials....and more

Solution Two – Develop a business case

FWPA will develop a business case to run a pilot program in Victoria and Queensland to ascertain the benefits of establishing a National technical field force:

- This will benefit all sectors of the Industry
- There will be a focus on the commercial building sector to expand the application of new building solutions
- If the result is positive - Voluntary funding will be required to implement the Field Force

Summary

FWPA's generic marketing program is:

Increasing consumer knowledge of wood



Driving awareness and uptake of wood and wood products by building material specifiers



Summary

Opportunities for your sector include:

- Increasing staff knowledge of the environmental and other advantages of wood
- Promoting sales of your wood products by ensuring they are represented in the Supplier section of the WoodSolutions website
- Supporting the case for a WoodSolutions Technical Field Force

Selling the softwoods (and the trees)

Thank you

