

Sponsoring AFCA

Australia's national peak body for Forestry Contractors & voice of Australian forest contracting businesses since 2002



CREATING PARTNERSHIPS

AFCA continually fosters partnerships with our members, industry sectors and all levels of government which provides a value add advantage for our sponsors.

As an AFCA sponsor you have the opportunity to collaborate and provide your input into industry and government initiatives that impact your business.

AFCA is excited by the opportunity to work with one of Australia's leading Industry Super Funds, a company with particularly strong links within our Forestry industry.

AFCA prides itself on being the Australian peak industry body representing forest contracting businesses (FCBs). As an advocacy body, AFCA is focused on achieving best outcomes for its members through engagement with other industry groups, local, state and federal government and legislative bodies.

In addition to our advocacy role, AFCA is focused on enabling relationship building with those from within the industry and those who provide products and services that support the industry.

A good network is a strong foundation for growth regardless of what industry you operate in, but it particularly true for ours and our sponsors play a key role. Australian forestry is a truly sustainable industry. The benefits of good land management will play a pinnacle role for Australia into the future as it looks to mitigate climate change impacts such as bushfires and to meet Government and societal climate change ambitions.

We at AFCA are here to benefit our members and we look forward to hopefully achieving fantastic results together for you our sponsors and our members.



WHAT TO EXPECT FROM YOUR SPONSORSHIP

AFCA prides itself on being the peak industry body representing Forest Contracting Businesses (FCBs) within Australia. As an advocacy body representing FCBs AFCA is focused on achieving best outcomes for its members through engagement with other industry groups, local, state and federal government and legislative bodies.

In addition to AFCA's advocacy role, the association is focused on enabling relationship building with those from within the industry and those who provide products and services that support the industry. A good network is a strong foundation for growth no matter what industry you operate in, but it cannot be truer for ours.

Our membership is as diverse as we are individual. AFCA represents the interests of all its members from small family operations to large complex and multi-state operations. Each with its own unique challenges and opportunities. We are always looking to how we can assist businesses in each unique situation, and we appreciate members reaching out for assistance.

Australian forestry is a truly sustainable industry. The benefits of good land management will play a pinnacle role for Australia into the future as it looks to mitigate climate change impacts such as bushfires and to meet Government and societal climate change ambitions. The role of contractors' ineffective land management, however, goes unnoticed by many. It is AFCA's job to escalate the efforts of FCBs broadly, as we are truly proud of the work we do.

We are really excited that this year, 2022, marks the 20th Anniversary of AFCA. 20 years of representing the interest of Forest Contracting Businesses. The industry has changed significantly in the last 20 years and will continue to evolve.

This year is an opportunity for the industry to get together and reflect on its evolution at our membership dinner in November. We also look to acknowledge legends and up and coming talent within the industry – a truly prestigious evening.

We hope to see you there.



Carlie Porteous - General Manager





AFCA HIGHLIGHTS

AFCA is here for our members to ensure they have an organised and strong representative voice both within the industry and at all levels of government.

Forest contracting businesses (FCB) and the people they employ provide a key service within the forestry supply chain and are critical to industry. To support the FCB's significant and key contribution nationally, AFCA undertakes a range of activities to support members and our sponsors.

AFCA'S FUTURE FOCUS

The key focus for AFCA is its members. There are more challenges than ever facing the industry, and also many opportunities, especially in the space of innovation and efficiencies. AFCA is listening to its members and responding to their needs.

The supply chain round table is one of the ways AFCA is representing the contemporary short-term issues of its members as well as driving policy change for longer term efficiencies, especially in transport. AFCA is working with the Australian Forest Products Association to look at streamlining road use issues, such as gazetting and permitting, as well as fibre optimisation opportunities. This means more fibre moving throughout Australia, more efficiently.

AFCA provides its members with up to date and relevant information to allow them to make the best possible decisions for the betterment of their business. Our webinar series will assist our members understand insurance risks, changes to the finance landscape, tendering pitfalls and opportunities, government grants and road safety initiatives.

Financing forestry round table - AFCA has co-ordinated an industry round table with key stakeholders and policy makers. The industry has long struggled with fair financing arrangements for capital investment. With major events such as bushfires and native forestry policy changes, this challenge has been exacerbated.

AFCA is working with its sponsors, members, forest growers and policy makers to ensure there is industry access to competitive financing.

The Victorian Native Forest industry has been well represented with a delegation at Parliament House at various times in the first half of 2022. Members met with members of all parties and relevant ministers to ensure that correct information is being communicated. The delegation will continue to visit Parliament and a further campaigning process will become a focus point ahead of the November 26 election.

During 2022, AFCA will be partnering with a grant writer to assist its members to access government money for things such as business development, training and innovation. This has been identified by our members as an area of expertise that will be of great benefit. AFCA will announce a partner in due course.

The AFCA Hall of fame is being held this year on 10 November at one of the birthplaces of forestry, Traralgon Victoria. The evening will celebrate legends of the industry as well as up and coming leaders. This event will attract forest contracting businesses from around Australia allowing them the unique opportunity to network with friends and industry colleagues.

More information more often. AFCA revamped its social media campaign in March this year to meet the needs of our members and connect our industry through meaningful networking opportunities.

2021/22 KEY HIGHLIGHTS

Representing members on key issues

AFCA strives to create a future that promotes sustainable businesses that continue to be safe and prosper by ensuring members are represented on the key issues facing industry during the past year.

Black summer bushfires

- Actively sought government support for members and FCB's significantly impacted by the Black Summer Bushfires.
- Provided advice to governments on the direct and long-term impact of bushfires on member businesses.
- Represented member interests during government inquiries and reviews related to bushfires and emergency management response.
- Supported members to navigate challenges of illegal unsafe protest action including directly facilitating immediate action to have illegal protesters removed.
- Ongoing representation to relevant Government Ministers and departments on the impact of illegal and unsafe protests, including the need for compensation for business losses.
- Direct communication with Worksafe Victoria and Worksafe Tasmania highlighting the serious work health and safety breaches relating to protest action and the impacts on contractors' ability to maintain a safe workplace.

Native Forestry Policy

- Continued to reject the Victorian government's decision to cease native forestry by 2030.
- Worked with industry stakeholders and the CFMEU Manufacturing Division to take action, including protesting against the Victorian, NSW and WA government's decision on Native Forestry.

- Represented members at meetings with Ministers, Assistant Ministers and MP's to discuss the environmental policy and legislative frameworks including the EPBC Act and Regional Forest Agreements (RFA's) and the ongoing impact of court proceedings on FCB's.
- Appeared at the Commonwealth Senate's Environment legislation committee to give evidence on Senator McKenzie's Bill to amend s38 of the EPBC Act, which proposed to clarify the operation of the EPBC Act and RFA's.
- Additionally, AFCA represented members and FCB's through the Australian and New South Wales Government's work on evaluating the potential for a national approach to managing non-road diesel engine emissions in Australia.
- Continued to reject the Victorian government's decision to cease native forestry by 2030.
- Worked with industry stakeholders and the CFMEU Manufacturing Division to take action, including protesting against the Victorian government's decision on Native Forestry.

Working with Industry

- Contributed to the national forestry policy agenda representing members at the Australian Forest Products Association (AFPA) including:
 - Examining trade barriers and opportunities for forest products impacted by the China suspension of Australian logs.
 - RFA's and the importance of government support to maintain this forest policy framework.
 - Long-term resource challenges and government policy to support plantings.
 - Forestry's contribution to climate change and carbon market opportunities and current timber shortages.

- Worked with industry to maintain recognition at all levels of government that forestry is an essential service that should maintain operations and supply chains throughout lockdowns, restrictions and timber shortages.
- Contributed to the national training agenda and training package development through representation on the Forest Management and Harvesting Industry Reference Committee
- During COVID-19 resolved cross-border restrictions for members and sponsors.

Supporting a safer Industry

- Revised the Safe and Skilled Essential Training Standards to improve recognition of predecessor and higher level training units working with ForestWorks and AFPA.
- Represented FCB's as a member of the Tasmanian Forest Safety Code Review Steering Committee.
- Successfully secured funding as part of Round 2 of the Australian Government's Road Safety Innovation Fund, to develop tools to improve load restraint outcomes and reduce rollover risk.
- Continued to deliver the Professional Ownership and Driver Wellbeing Program nationally (launched August 2019) partnering with Alan Pincott (Australian Trucking Safety Services and Solutions) and Kirstin Pincott (KJ Training and Consulting) with funding from the NHVR. The program addresses the 'human factors', for those at highest risk within the forest industry of a heavy vehicle accident.
- Contributed to national forest safety initiatives and projects through representation on the AFPA Safety Sub-Committee.



The voice of Australian forest contracting businesses since 2002

WHO IS AFCA

Australian Forest Contractors Association (AFCA), advocating on behalf of forest contracting businesses to improve business outcomes and the sustainability of our working forests. We have been serving the industry for almost 20 years.

AFCA engages with government, industry stakeholders and the community to represent the interests of our members. We play an important role in ensuring members, the forest industry and supply chain and governments are aware of developments and best practices for a viable forest industry and future.

We continually foster partnerships with our members, industry sectors and all levels of government which provides a value add advantage for our sponsors. As an AFCA sponsor you have the opportunity to collaborate and provide your input into industry and government initiatives that impact your business.

AFCA TEAM

Our AFCA Team consists of our full-time General Manager, Carlie Porteous who operates from Brisbane, Queensland and Terese Adams of Albury, NSW as part-time contracted administration, accounts and project support services. AFCA also engages contract consultants for specialist expertise as identified and as required.



Carlie Porteous



Terese Adams

AFCA is governed by a volunteer board of directors elected by members at the Annual General Meeting. The directors' charter is to focus on governance, association policies, directions and finance, and oversee the general management of the organisation. The Board elects a Chair, Vice chair and a Public Officer/Secretary of the Association. Directors come from harvest, haulage and silviculture businesses and undertake voluntary roles in addition to operating their own business.



Adan Taylor



Tony Green



Wayne Shaw-Johston



Christian Stafford



Ricky Leeson



Michelle Corby



Dale Cameron



Lauren Carter



SUPPORTING INDUSTRY

Serving the industry for almost 20 years through the development of industry led programs and projects.

Professional Ownership and Driver Wellbeing

AFCA is pleased to continue partnering with Australian Trucking Safety Services & Solutions (ATSSS) and KJ Training and Consulting to deliver a combined program of the PODW and Rollover Programs commercially from 1 September 2022 and into the future.

The Professional Ownership and Driver Wellbeing (PODW) program, was initially funded by the Federal government for the development of this program and now AFCA will continue to offer this program to our members and industry to provide fundamental psychoeducation tools, addressing the 'human factors', for those both in the forest and transport industries that are at the highest risk of a vehicle accident. The program guides participants to adopt a proactive, intrinsically motivated view of solutions to driving challenges.

Industry support banners

The development and purpose of our AFCA banner project is to collectively and actively as a member organisation, support and promote a positive message of our industry within the general community.

We provide an option of either a smaller banner or truck curtains which are offered to our members within their membership depending on the level of membership undertaken.

Webinar series for members

After a successful launch in 2021, AFCA's webinar series is scheduled monthly. Each session is usually a 45-minute presentation plus a question and answer. Many of our webinars are delivered by AFCA sponsors, as well as industry experts on a range of topics requested by our members. And after feedback from our members AFCA will also be branching into a podcast series in the coming months

ForestFit Training and Certification

ForestFit fosters continual professional development, increased business competency, operational compliance and risk management and industry sustainability by providing a pathway for national engagement with training and certification.

As an industry led project with a highly engaged Industry Reference Group (IRG), ForestFit is building upon and expanding existing initiatives to develop and establish:

- A nationally recognised and endorsed Training program for forest contractors
- A Certification program for forest contracting businesses to deliver quality services in accordance with industry standards and regulatory requirements.

Forest haulage innovation

Industry led innovation continues with key safety tools for forest haulers. AFCA, with funding support from the Australian Government, is developing and delivering new technology to improve haulage safety outcomes and to assist forest contracting businesses to assess load crowning to improve load restraint outcomes and real time measurement of log load stability to reduce rollover risk.

With the first phase of this project now completed AFCA with support of our vital IRG members will commence the second phase of this project in 2022/23.

Safe and skilled

Industry associations Australian Forest Products Association Chairman (AFPA) and Australian Forest Contractors Association (AFCA) signed up to a charter of essential training standards for the workforce and life saving commitments to guide behaviour. AFCA will continue to improve and promote these vital practices to our members.

WHAT AFCA OFFERS

OUR MEMBERS

INCLUSIONS:

- **Industry Support** - be part of a collective voice and representation on issues affecting our industry and our members viability and their future.
- **Government** - providing advice, mediation and lobbying to government and its departments on issues regarding our industry on behalf of our members.
- **Information** - be provided with relevant and up to date information regarding our industry and other members.
- **Sponsor Access** - connection, discounts and advice from our Sponsors.
- **Assistance** - in providing support to our members in the promotion and development of new businesses.
- **Network** - build your industry network by connecting with our members
- **Promotion** - continuing, active promotions for our industry in regards to our value, sustainability and demand
- **Members Only** - access to Members Only portal on the AFCA Website
- **Industry Dinners** - invitations to regular AFCA Industry Dinners as well as AFCA's Annual Dinner and Hall of Fame
- **The Log** - access to AFCA monthly newsletter publication 'The Log'
- **Webinar & Podcasts** - access and participation in the AFCA Webinar Series
- **Social Media** - an AFCA Member business profile per annum
- **Programs** - access to AFCA projects and participation opportunities with trials
- **Banners** - access to the use of Sponsor truck banners to assist in promoting our industry with a sustainable message or purchase these with your own business logo fo use also
- **Mentor Program** - launching 11 November 2022



Connect...

- ◆ with over 1,100 industry professionals and AFCA members across Australia through regular AFCA advertising and promotion of your business.
- ◆ with our members and other industry professionals through exclusive invitation to AFCA events.
- ◆ with our members and other industry professionals at industry regional field days and other industry events.
- ◆ and receive updates on key issues and policies that impact the forest industry such as safety, training, government regulation, future industry sustainability.
- ◆ with an opportunity to provide coordinated input through AFCA with forestry industry professionals.
- ◆ by accessing the AFCA Members Portal including industry resources and provide input in the forestry industry for further industry exposure.
- ◆ with opportunities to participate in AFCA programs and program trials.

Your opportunity to support the forest contracting businesses that support you.

	Exclusive	Foundation*	Gold	Silver	Bronze
• Exclusivity - from direct competitors	✓	• Ongoing fee for Foundation Members Only - new sponsors not eligible			
• Profile - company profile on website	Logo, editorial & video	Logo, editorial & video	Logo & editorial	Logo	Logo
• Banners - banners per annum for use by our members	1 x rear gate	1 x rear gate			
• Social Media - profile or product feature per annum	12	6	4	2	2
• The Log - opportunity to insert company advertisement per annum in The Log newsletter	6	6	4	2	2
• Logo - order of your logo placement on communications in number order of sponsorship	1	1	2	3	4
• Preferred - an AFCA preferred supplier	✓	✓	✓		
• Webinar/Podcast - webinar presentation opportunities annum	2	2	2	1	1
• Annual Report - recognition within AFCA Annual Report	Full Page	Full Page	Half Page	Logo	Logo
• Complimentary - tickets to annual dinner	2	2			
• Program - advert in event programs	Full Page	Half Page	Half Page	Logo	Logo
• Merchandise - prominent placement of merchandise within event bags & packs	✓	✓	✓		
• Events - guest presentation opportunity at industry & annual dinners	✓	✓			

The voice of Australian forest contracting businesses since 2002

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Connect with us...



AFCA supports industry to lead best practice to improve business outcomes.

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AFCA engages with government, industry stakeholders and the community to represent the interests of our members. We play an important role in ensuring members, the forest industry and supply chain and governments are aware of developments and best practices for a viable forest industry and future.

Should you wish to Sponsor AFCA please [CLICK HERE](#) to complete our online form.

Annual fees

Exclusive	Gold	Silver	Bronze
\$POA	\$7,141	\$4,255	\$2,427

Foundation

- NOTE: Ongoing annual fee only for Foundation Members Only - new sponsors not eligible

All prices are \$AUD (ex gst) per annum



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