

# SPONSORSHIP PROPOSAL

## CREATING PARTNERSHIPS

Your opportunity to support  
the forest contracting  
businesses that support you



## Australia's national peak body for Forestry Contractors

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

# FROM OUR CHAIR



To Whom It May Concern,

I hope this letter finds you well.

As Chair of the AFCA board, I invite you to consider supporting AFCA as a Sponsor of this vital organisation. AFCA's volunteer AFCA Board is made up of individual Forest Contracting Business owners and leaders from all over Australia and it is on their behalf that I wish to thank you for considering supporting AFCA by becoming a sponsor.

AFCA works closely with all levels of Government broadly, as well as the forest supply chain more specifically to ensure our members continue to be heard. We advocate for our Forest Contracting Businesses to be recognised for the value contributed to the market for timber products, which we all know play a huge role in this new world concerned with both sustainability and carbon emissions.

Your sponsorship will enable us to carry out this vital work not just for your local area, but for wherever our industry is under threat from those who overlook our contribution. While it is frustrating that we still find misinformation masquerading as "science", under AFCA's presence we continue to have a seat at the table, where others do not. Our management team and Board gently encourage decision makers to understand the value of our part of the value chain and that we truly have "skin in the game". Once again, none of this is possible without the support of our sponsors.

I view my AFCA membership as key in developing my industry knowledge, networking with a broad range of likeminded business people and ensuring our industry is recognised for the important contribution we make to community and the environment.

However, as a membership driven organisation, we feel that we can and need to deliver more value to our members. That is why the Board took the decision for AFCA to enter into an agreement with the Queensland Trucking Association. Besides general transport advocacy and information, this relationship will provide AFCA members with complimentary Human Resource (HR) and Industrial Relationship (IR) advice from a qualified IR specialist.

AFCA is only as good as its people and in this respect we have much to be thankful for. Carlie Porteous has continued her tireless work supporting contractors and steering this organisation forward with a 60% membership growth rate. As we embark on the journey into the year, it is with great pleasure that we welcome Tim Lester to the position of General Manager, succeeding the dedicated Carlie Porteous, who has left to take on a new role.

We are thrilled to have Tim join our team, and we eagerly anticipate the fresh perspectives and expertise he will bring to the table. Tim is poised to be an outstanding leader for AFCA, representing the interests of our members and guiding our organisation to new heights. This transition has been met with unanimous enthusiasm from both within and outside our association.

AFCA is supported by Terese Minall within Administration as well as Michelle Pellas in Accounts and our ForestFit team consisting of Dionne Olsen and Ayse Erbasan - my thanks as always go to them for their dedication to our industry, our members and our sponsors.

I hope that you too see the value as I do, in supporting AFCA.

Please feel free to contact us at any time.

Tim - 0437 524 933

Adan - 0407 496 707

Terese - 0429 037 167

Kind regards

Adan Taylor CPA - GMT Logging Pty Ltd  
AFCA Chair

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# INTRODUCTION

Advocating on behalf of members to improve business outcome and the sustainability of our working forests, AFCA has been serving the industry and our members since 2002.

At Australian Forest Contractors Association (AFCA), we are dedicated to fostering strong partnerships with our members, industry sectors, and all levels of government. Our primary goal is to provide a value-add advantage for our sponsors through meaningful collaboration and advocacy.

Our membership base comprises a diverse range of professionals involved in various aspects of the forest industry, including planting and spraying (silviculture), harvesting, haulage, and civil works such as roading. By representing their interests, AFCA ensures that members, the forest industry, supply chain, and governments are well-informed about the latest developments and best practices for a sustainable and prosperous forest industry.

AFCA actively engages with government bodies, industry stakeholders, and the community to shape policies and initiatives that drive positive change. Through our advocacy efforts, we strive to create an environment that supports the growth and success of our members and the industry as a whole.

By becoming an AFCA sponsor, you gain the unique opportunity to collaborate and provide input into industry and government initiatives that directly impact your business. Your sponsorship not only demonstrates your commitment to the forest industry but also positions your brand as a valuable contributor and thought leader within the sector.

We believe that strong partnerships between AFCA, our members, industry sectors, and all levels of government create a powerful network that drives innovation, sustainability, and long-term success. As a sponsor, you will benefit from this network, gaining access to valuable industry insights, networking opportunities, and the chance to shape the future of the forest industry.

Join us in our mission to support and promote a viable forest industry and a sustainable future. Contact us today to explore sponsorship opportunities and discover how AFCA can help elevate your brand and amplify your influence within the forest contracting community.

# OUR TEAM

## Our AFCA Team

Our General Manager, Tim Lester operates from Canberra, NSW.



Tim Lester

Our administration team consists of Terese Adams of Albury, NSW - contracted administration and project support services and Michelle Pellas of Albury, NSW - contracted accounts and bookkeeping.

AFCA also engages contract consultants for specialist expertise as identified and as required.



Terese Minall



Michelle Pellas

## ForestFit Team

Our AFCA ForestFit Team consists of consultants Dionne Olsen of Traralgon, Vic - Project Manager and Ayse Erbasan of Melbourne, Vic - Project Coordinator.



Dionne Olsen



Ayse Erbasan

## Our AFCA Board

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, silviculture businesses as well as research institutes and undertake voluntary roles in addition to operating their own business.



Adan Taylor - Chair



Ricky Leeson - Vice Chair



Tony Green



Christian Stafford



Ian Reid



Mark Brown



Mark Blackberry



Wayne Shaw-Johston



Lauren Carter

# OUR PROGRAMS & ACTIVITIES

## AFCA PROGRAMS & ACTIVITIES

The Australian Forest Contractors Association (AFCA) offers several programs aimed at enhancing professional development, business competency, and industry sustainability.

These programs collectively aim to uplift the forestry industry by providing targeted training, certification, and support to professionals, business owners, and emerging leaders, contributing to their skills, knowledge, and network development.

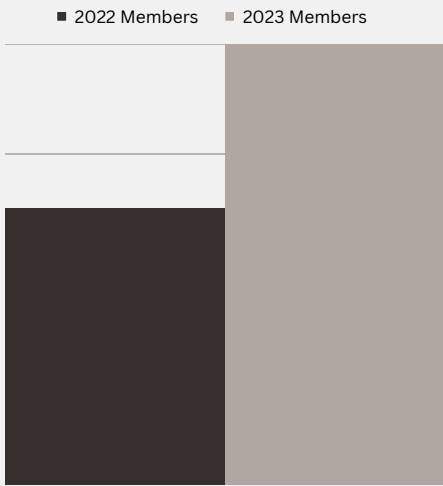
These programs include:

- **ForestFit:** Developed in collaboration with industry partners and funded by the NSW Government, ForestFit provides a national platform for training and certification. It fosters continuous professional development, improved business competence, operational compliance, and effective risk management. The program offers an industry-endorsed training program for leaders, emerging leaders, and owners of forest contracting businesses. It also provides certification for these businesses to ensure adherence to industry standards and regulatory requirements. The training program is designed to align with the certification standards, offering support for businesses to successfully complete the certification process.
- **Professional Freight Task Management:** Open to both AFCA members and non-members, this program combines the Professional Ownership & Driver Wellbeing Program (PODW) with the ATSSS Heavy Vehicle Crash and Rollover Awareness Program. Presented by Alan Pincott and Kirstin Pincott, the program focuses on professional freight task management. It aims to provide a comprehensive training package for "best practice" across the transport industry and non-transport industries.
- **Industry Masterclass Series:** Open to AFCA members, non-members, and business leaders and emerging leaders in the harvest, haulage, civil, and silviculture sectors. The Industry Masterclass Series offers industry and peer-to-peer support to enhance skills and networks. The program facilitates dialogue within the industry, improves business performance and sustainability, encourages problem-solving, knowledge sharing, innovation, and leadership. It covers various aspects, including understanding the interplay between external forces and industry trends, financial targets, internal capabilities, strategic planning, workforce management, and succession planning.
- **Sustainable Contracts Working Group:** The SCWG is comprised of a small group of AFCA members from all member states who have an interest in developing a set of guiding principles and supporting Terms and Conditions to ensure fair and sustainable contract outcomes. The group has been meeting regularly to work through challenging components of modern-day harvest and haulage agreements such as minimum activity levels, and appropriate indexing. The final set of guiding principles and Terms and Conditions will be reviewed and finalised by a trusted contract lawyer for further socialising with industry for more complete buy-in and acceptance.
- **Future Forestry Advisory Panel:** AFCA was instrumental in the establishment of the Tasmanian Future Forestry Advisory Panel. The panel will consist of a group of industry representatives from Tasmania who will provide advice to the Minister on forestry policy. The Tasmanian election is approximately 18 months away and the formation of such a group will be key in keeping forestry front a centre as a key low carbon industry for Tasmania. AFCA members will form the panel members into the future, the first time Forest Contracting Businesses have been represented in this sort of forum. We look forward to positive outcomes through this process.
- **Log Haulage Manual:** The Log Haulage Manual is currently being reviewed and will be re-written to accommodate changes to the Log Haulage Code of Practice. The CoP is anticipated to be released in its final draft form over the first few months of the new financial year. The manual update process is managed by ForestWorks with management support from AFCA and the Australian Forest Products Association. The manual aims to provide haulage operators with guidance on practical applications of the Code.

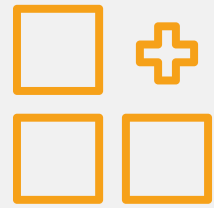
# OUR MEMBER STATS & ANALYTICS

## Our Members

We are proud to share the remarkable growth of Australian Forest Contractors Association (AFCA) over the past 12 months. Our membership has experienced a tremendous surge, witnessing an astounding 60% increase in membership uptake. This remarkable growth is a testament to the value and impact AFCA provides to forest contractors nationally.

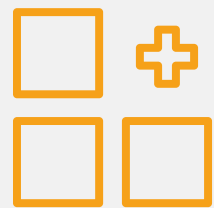
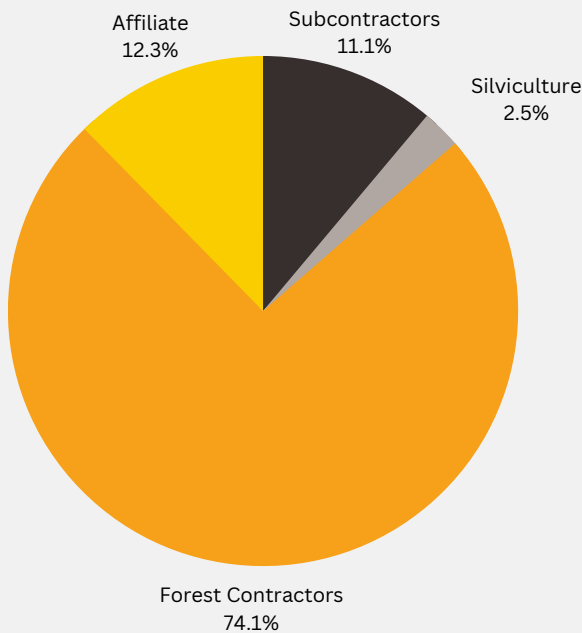


2023 Memberships  
up by 60%



New Subcontractor  
category 11.1% of AFCA's  
2022 membership

Looking ahead, we anticipate even greater growth in the upcoming 2023/24 financial year. To accommodate the diverse needs of our industry, we are introducing a new membership category called 'Supporter.' This inclusive category will encompass a wide range of professionals, including Growers, Managers, Mills, and Processors. By expanding our membership offerings, we aim to foster a stronger sense of community and collaboration within the forest contracting industry.



New Supporter  
category to be included  
in 2023 memberships

As a sponsor, this presents an exceptional opportunity to align your brand with AFCA and gain access to a rapidly growing network of industry professionals. By supporting our organisation, you will be at the forefront of engaging with a diverse and influential audience. Together, we can drive innovation, exchange knowledge, and promote sustainable practices within the forest contracting sector.

# OUR COMMS STATS & ANALYTICS

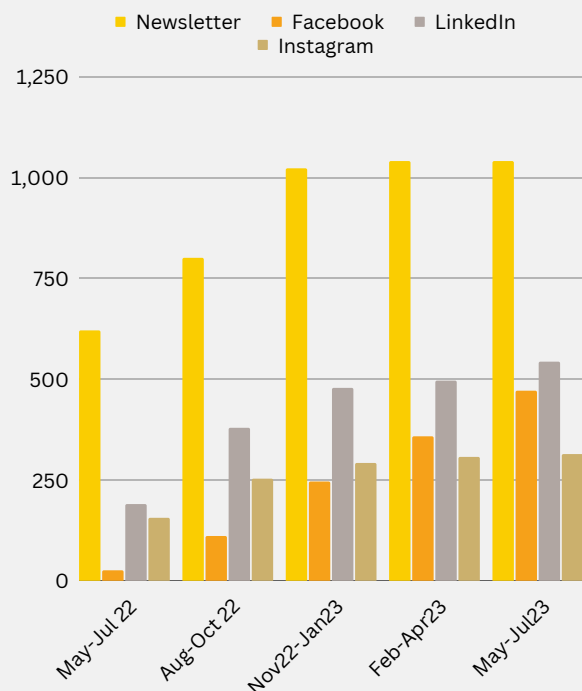
## Our Comms

Our organisation has recently implemented a range of upgrades to our communication channels, including a brand-new website, CRM platform, and enhanced email and newsletter templates.

We have also, with the support of sponsors, run several successful social media campaigns and competitions which have made a significant impact on our followers within Facebook as well as those of the sponsors.

These improvements have already proven to be highly successful, resulting in increased engagement and growth across all our platforms.

Our revamped website now offers a modern and user-friendly interface, ensuring a seamless experience for visitors. This upgrade has significantly boosted traffic and visibility, providing sponsors with a wider reach and increased brand exposure.



The Log Newsletter readership up by 68%



Facebook followers up by 1712%



LinkedIn followers up by 186%



Instagram followers up by 102%

Moreover, our upgraded CRM platform allows us to efficiently manage and nurture our relationships with members and stakeholders. With enhanced functionality and streamlined processes, we have experienced a surge in member engagement and interaction, creating an ideal environment for sponsors to connect with a receptive audience.

Furthermore, we have given our email and newsletter templates a fresh new look, incorporating captivating designs and informative content. This update has resulted in higher open rates and click-through rates, guaranteeing that your brand's message will be effectively delivered to our expanding subscriber base.

By becoming a sponsor of AFCA, you will gain exclusive access to our growing network of forest contractors, industry professionals, and influencers. Your brand will receive prominent visibility on our website, social media platforms, and newsletters, enabling you to maximize your exposure and establish valuable connections.



# YOUR SPONSORSHIP INCLUSIONS

INCLUSION	EXCLUSIVE with no direct competition POA	FOUNDATION for original AFCA Sponsors only	GOLD \$7,537	SILVER \$4,491	BRONZE \$2,561
<b>PROFILE</b> Type of profile on AFCA website	Logo, editorial & video	Logo, editorial & video	Logo & editorial	Logo	Logo
<b>SOCIAL MEDIA</b> Profile or product feature per annum on AFCA platforms	12	6	4	2	1
<b>THE LOG</b> Company advertisement per annum in The Log newsletter (normally \$295 per advert)	12	10	8	4	2
<b>LOGO</b> Order of logo placement within communications in number order of sponsorship	1	2	3	4	5
<b>WEBINAR / PODCASTS</b> Webinar presentation opportunities per annum	2	2	1	N/A	N/A
<b>ANNUAL REPORT</b> Recognition within AFCA Annual Report	Half page	Half page	Quarter page	Logo	Logo
<b>COMPLIMENTARY</b> Tickets to annual event (normally \$250 pp)	2	2	1	N/A	N/A
<b>PROGRAM</b> Advert in event programs	Half page	Half page	Quarter page	Logo	Logo
<b>MERCHANDISE</b> Prominent placement of merchandise within event bags & packs	✓	✓	✓	N/A	N/A
<b>EVENTS</b> Guest presentation opportunity at industry & annual dinners	✓	✓	N/A	N/A	N/A



# How to join us?

Interested? Please complete our online form to show your expression of interest & arrange a meet and greet by scanning the QR code below or visit our website.



For more information please don't hesitate to contact us:

**CONTACT**

office@afca.asn.au | [www.afca.asn.au](http://www.afca.asn.au)

# AFCA CURRENT SPONSORS & SUPPORTERS

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

We thank our sponsors below for their unwavering support for AFCA and our members:

## Foundation:



## Gold:



## Silver:



## Bronze:

