

MEDIA RELEASE

From bush to board room

The only thing 'small business' about some of Australia's forest contracting businesses is their number of staff, but be assured big things are happening. It is common to see leaders of these business going from bush to board room in any given day.

"You could be onsite checking in on the safe operations of equipment worth millions and then later that day be negotiating contracts that will impact your business viability for the next five years," explains Adan Taylor, Chair, Australian Forest Contractors Association (AFCA).

"In our search for a new General Manger it was key for us to find someone who understood the complexities and challenges faced by our members," says Mr Taylor. "We are glad to announce that Carlie Porteous, with her deep understanding of the forestry value chain and passion for the people and communities that support this truly sustainable industry, has been appointed."

Experience overseeing the largest chain of custody in Asia-Pacific for 10 years and developing relationships with everyone from forest managers and growers, the contracting businesses, the processors and the end customer certainly gives Ms Porteous an advantage in her new role.

As highlighted by Mr Taylor at the recent AFCA Annual General Meeting (AGM) AFCA represents its members on many national and regional industry boards and committees, while leading projects and innovations that will impact the future of businesses and the industry.

"The sophistication required to run a successful forest contracting business is not necessarily well understood by broader industry," says Ms Porteous. "It is a very exciting time to be joining the AFCA team. Industry led projects like ForestFit Certification provide a great opportunity for businesses to demonstrate the standard of professionalism in which many already operate."

Ms Porteous' enthusiasm for her new position is evident — ahead of her official December start date she attended the AGM for the opportunity to meet the AFCA members.



“Connecting with our members to understand their needs is a priority for me over the coming weeks,” says Ms Porteous. “It may be an old saying, but it’s never been truer in these challenging times, we’re stronger together.”

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