

**MEMBERS BULLETIN – 28<sup>TH</sup> March 2024**

Dear members,

ATIF has had a very busy first couple months of this year so far, and we are excited to share the progress of our activities with the membership.

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## ATIF's Continuing General Manager

First, ATIF is thrilled to announce the appointment of Natalie Reynolds as General Manager, transitioning from an interim role to an ongoing one. As many of you may already know, Natalie brings a wealth of experience and expertise in the timber industry, along with a fresh strategic perspective for the association.

The ATIF has confirmed that the contracted management arrangements with Natalie Reynolds and her team from Hikari Solutions will continue for the foreseeable future and at least until end March 2025. Chair Jacinta Colley has confirmed the appointment following the Committee of Management Meeting held on 23 January 2024

*"Natalie and her team have really assisted ATIF since the passing of John Halkett and jumped in to keep the Association running and working through all the issues that arose. We are seeing membership attendance and engagement increase significantly as ATIF embarks upon confirming a new Strategic Plan, Business Plan and Financial Model, representing true member value".*

The positive effects of Natalie's guidance through a tumultuous time for ATIF are already being seen and felt, and we hope members are beginning to feel the positive impacts of this as well.

## Advocacy – Meeting with the FWPA

On the 20<sup>th</sup> of February, ATIF Chair Jacinta Colley and General Manager Natalie Reynolds attended a meeting organised with the FWPA to discuss potential collaboration on various potential projects, and associated funding for them. The proposed activities focus on addressing one of ATIF's key strategic priorities which is to assist in keeping industry abreast of the significant changes relevant to the timber import space, from a market perspective, but particularly from a compliance angle as well. ATIF is growing and changing and will leverage off John and the former Committee of Management's invaluable work to provide new offerings to members in the very near future.



## Import Issues – Red Sea diversions and differential container surcharges

With the understanding that there is significant conflict and volatility in the region that surrounds the Red Sea, there have been lasting and continuing impacts on shipping routes that go through this passage. Diversions that avoid this region have now become preferred, including by large carriers such as Maersk, Hapdag-Lloyd and MSC.

These disruptions are now taking a toll on schedule reliability, which is now at its lowest level in 15 months, and also resulted in surcharges being applied to containers to cover the cost of increased distances being travelled on alternative routes.

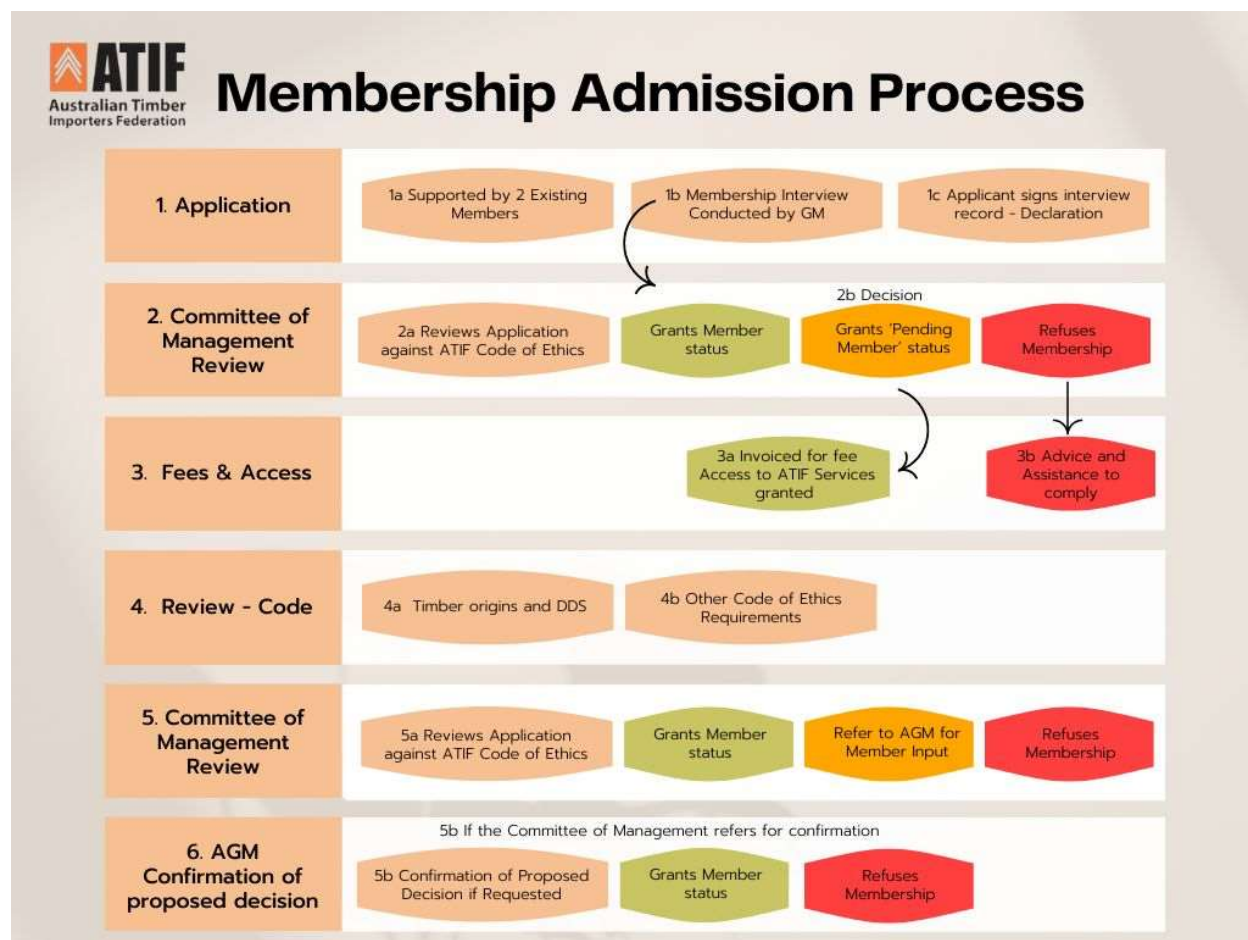
However, it has come to ATIF's attention that, having discussed this issue with members, the surcharges being applied to containers, even by the same individual carrier, are different across organisations, with some paying more than others. We have been quoted USD per container surcharges of between \$500 and \$1800 USD.

**MEMBER ACTION PLEASE:** Please advise us of the surcharges you're seeing via email [contact@atif.asn.au](mailto:contact@atif.asn.au) and then we will be able to create an anonymous table to allow you to advocate for a better deal.

## Membership – New admission process

ATIF has been fielding an increased influx of membership applications in 2024, which has raised the issue of how the Committee of Management can ensure the integrity of current and new ATIF members considering ATIF's stance against the import of illegally logged timber, and in particular, conflict timber of Russian origin. This is particularly important considering the stance ATIF is taking with the Department of Agriculture on the interpretation of the Illegal Logging Regulation and advancements in getting a seat at the table. ATIF Members have to be beyond reproach in their timber sourcing.

The General Manager has, at the latest Committee of Management meeting presented a new process for admission capable of satisfying the Committee that new members can be sufficiently vetted, and which does not require amendments to the ATIF Constitution. The Committee have now approved this process, and this process will now be employed for all new member applications. The process is as follows:



We hope this brings members a sense of confidence and security in the knowledge that the Committee of Management are concerned with and considerate of safeguarding the integrity and reputation of the ATIF as a matter of long-term strategic importance to the Association.

## Membership Review Process

As stated above, ATIF members need to be beyond reproach when it comes to their timber supply chains. This has always been included in our Code of Ethics, but considering the new membership review process, the Committee considers that all members should have this part of their operations reviewed.

We are in the process of making recommendations as to how this might be done. Stay tuned.

## Illegal Logging Regulation – Legal Advice and Position Paper – Update – Bill before Parliament increasing obligations on Importers

Paid-up members will have received a calendar invitation to a meeting to be held via Teams on Wednesday 10 April 2024 at 2pm (AEST). At this meeting Jessie Taylor, the author of the Position Paper, will provide members with an overview on what this advice means.

Since it has been sent to the Minister, I am pleased to report:

1. The Chief of Staff has been in touch regarding the new Bill to increase further penalties and requirements in the Illegal Logging Prohibition Act;
2. A meeting is to be arranged early next week with the Deputy Secretary and Assistant Secretary of the Compliance and Enforcement Branch to discuss a way forward;
3. ATIF has been asked to join the pre-eminent advisory panel and in particular to discuss the way in which fibre testing may be used under the new Regulation.

We will make it clear that in composite products it is often completely impracticable or impossible to connect fibre in the product to the forest it came from due to production processes. However, this is the direction of the new Bill and one we will need to work together to redirect.

## New Strategic Plan 2024-2028

The ATIF has created a new strategic plan to prioritise its activities for the next 4 years. The plan has now received the approval of the Committee of Management, and we are happy to share the new direction of the association with you.

# Strategic Plan 2024-29





	FY 2023-24	FY 2024-25	Future years
<b>LEADING IN TEACHING &amp; LEARNING</b>	<ul style="list-style-type: none"> <li>Commence delivering training &amp; educational programs               <ul style="list-style-type: none"> <li>Certifications</li> <li>ESG &amp; reporting requirements</li> <li>ILPA</li> <li>Modern Slavery</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Expanding training offerings in high-demand areas</li> <li>Rotate supplementary content for members to remain updated on changes in these spaces</li> <li>Basic information sessions made publicly available (as public outreach)</li> </ul>	<ul style="list-style-type: none"> <li>Offer rotating hybrid training to increase in-person engagement</li> <li>Introductory and supplementary training sessions run separately to provide more tailored information.</li> <li>Goal: average &gt;35% membership attendance at supplementary sessions.</li> </ul>
<b>LEADING INDUSTRY ADVOCACY &amp; DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>Establish advocacy position papers and regular contact with the Government</li> <li>Differentiate members</li> <li>Lead regulatory change agenda - ILPA</li> </ul>	<ul style="list-style-type: none"> <li>Commence regular representation at high-priority Government consultations</li> <li>Raise member standards &amp; drive overall industry improvement</li> <li>Increase emphasis on sustainable forestry management as a key industry value &amp; membership criterion.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain regular in-person presence as an industry advocate to Government</li> <li>Establish direct involvement in the drafting of industry regulation</li> <li>Demonstrate long-term impact through actions that align with position papers year-on-year</li> </ul>
<b>LEADING NATIONAL COLLABORATION &amp; BRAND AWARENESS</b>	<ul style="list-style-type: none"> <li>Increase two-way member communications</li> <li>Regular newsletter and LinkedIn posts on items of importance</li> <li>Regular ATIF Membership Teams Meetings</li> <li><b>Vet current membership??</b></li> </ul>	<ul style="list-style-type: none"> <li>Increase use of informative video content in posts and webpage</li> <li>Develop full brand resource kit to provide uniformity across all media</li> <li>Apply to trademark the ATIF logo and name to gain enforceable IP protection</li> </ul>	<ul style="list-style-type: none"> <li>Launch dedicated information centre on ATIF website, distinguishing public access and member-only content</li> <li>Collaborate with other industry associations to increase brand awareness and prominence</li> <li>Public display of ATIF logo as member-only 'trust mark'</li> </ul>
<b>ENGAGED, TRUSTED &amp; RESILIENT PARTNERSHIPS</b>	<ul style="list-style-type: none"> <li>Enhance depth of relationships and strategic cooperation with other timber associations - NTHA, MTATMA, AFPA and FWPA</li> <li>Be a trusted advisor to government on industry issues</li> </ul>	<ul style="list-style-type: none"> <li>Organise and engage with strategic networking opportunities with other partner timber associations</li> <li>Collaborate to align advocacy positions and increase position strength</li> </ul>	<ul style="list-style-type: none"> <li>Attend and host industry-based conferences to provide forums for discussion with relevant partners and members</li> <li>Aim to have converted all membership targets from 2024 into members</li> </ul>
<b>SECURE, ENDURING &amp; FUTURE-READY ORGANISATION</b>	<ul style="list-style-type: none"> <li>Create Compelling Membership Value Proposition</li> <li>Ensure Good Governance</li> <li>Develop Board succession plans</li> <li>Implement Service Delivery Model</li> <li>Commence full migration to digital systems</li> </ul>	<ul style="list-style-type: none"> <li>Create reciprocal referral arrangements with partners</li> <li>Grow membership and coverage</li> <li>Creation of continuous improvement plan for Service Delivery Model</li> <li>Complete digital transformation</li> </ul>	<ul style="list-style-type: none"> <li>Implement annual membership review process (pre-invoice)</li> <li>Ongoing updates to Code of Ethics to ensure it remains current</li> <li>Generation of aligned and diverse active &amp; passive income streams</li> </ul>

Thank you for your continued support and commitment to our Association. We look forward to increasing our presence as an industry representative and ensuring we are able to address issues that are most important to our members.