

2023 CEO Annual Report

Reflecting on the past year, I am filled with a sense of gratitude and pride for the monumental strides we have made. As we navigated through the complexities and challenges following COVID, our commitment to our members has never been stronger. In the nearly 15 years as CEO, 2023 stands out as one of our busiest and most productive years, and for that, I am extremely proud.

Our team has grown and evolved. In 2017, we were fortunate to have Nikita join our team, initially providing admin support. Over the years, her role has evolved significantly, and this year Nikita was appointed as our Marketing Coordinator. Nikita's contributions have been instrumental, and she has truly shone in her role.

This year, we also had the pleasure of welcoming Kat Welsh to our team. Kat has joined us in the capacity of Admin and Comms Assistant, strengthening our capabilities and enhancing our operations. Kat is a breath of fresh air, and with the ever-supportive Trish Waters of Profit Wise Consulting, our team works extremely well together.

In November 2022, we embarked on the creation of our new **Strategic Plan**. This marked a pivotal moment in our history as, for the first time, we designed a comprehensive **three-year plan** to go with the Strategic Plan. This plan outlined a robust framework mapping our route to continued growth and success, not only for the Association, but for our members and the wider sector. It focused on enhancing our core functions, broadening our reach, and deepening our impact within the industry.

To ensure the feasibility of this plan, we recognized the need for increased support from our sponsors. As such, we undertook a thorough **review of our sponsorship program**, evolving it into a new partnership system. This change wasn't just in name; it signified a shift in our relationship. Our sponsors, now partners, signed up to our three-year plan by committing additional funds and demonstrating their belief in FTMA and our vision.

Our Gold Sponsors became Principal Partners, taking on a leading role in our plans. Our Silver Sponsors became Strategic Partners, aligning with our long-term goals and playing a crucial role in our strategic decisions. Finally, our Bronze Sponsors transitioned to Supporting Partners, delivering vital support for our ongoing operations. This move was more than just a rebranding exercise.

A reminder to our members, that the following businesses, support our Association and your sector and we ask you to support those who continue to support you:

Principal Partners: MiTek, Multinail & Pryda

Strategic Partners: AB Phillips, AKD Softwoods, Australian Panel Products, Dindas, Meyer Timber, Timberlink, Vekta Automation, Vida Wood and Staxa.

Supporting Partners: Bliss & Reels, CombiLift, Daw Trading, Eze Quote, Hundegger Australasia, Hyne Timber, Independent Hardware Group, OneFortyOne Wood Products, Pinewood Products, Programmed Timbers, Road Pods, Stora Enso Australia, Tilling Timber and VTW.

PRINCIPAL PARTNERS

Our membership has demonstrated strong and steady growth across all jurisdictions. This growth is a testament to the value that FTMA brings to its members. As we evolve, it is increasingly clear that businesses not participating in our association may find themselves at a disadvantage, considering the benefits and support we offer to our members.

Our sector has traditionally been made up of family businesses, and slowly we are seeing the increase of corporates. This trend is only expected to accelerate in the coming years and this evolution poses both challenges and opportunities for FTMA. Our role is not only to adapt to this new landscape but also to ensure that we continue to deliver exceptional value to our members of every size.

We are fully committed to our smaller and medium-sized members, recognizing that they form the backbone of our industry. As we move forward, we assure you that your interests will remain at the heart of our strategy. Your growth, success, and sustainability are integral to the broader success of our industry, and FTMA will continue to be a staunch advocate and supporter for each of you.

Over the past year, we have made significant investments on behalf of our members, reflecting our new byline, "**Support - Invest - Grow.**"

We embarked on the **Circular Economy Project**, exploring ways to minimize waste costs and identify opportunities to derive value from our timber waste. This initiative underscores our commitment to sustainability and the efficient utilization of resources.

Alongside this, we also invested in the **Resilient Timber Homes** project with WoodSolutions. This innovative venture looked at new building methods that could potentially save houses from floods or fire.

We have continued our support of the **Timber Framing Collective**, demonstrating our commitment for the promoting the benefits of timber within the building industry.

In tandem with this, we have also increased our support for those looking to diversify into **manufacturing cassettes**, exploring opportunities within the **Mid-rise sector**, or evolving into **fully enclosed panels**. This particular project, with the support of Wood Products Victoria, is geared to continue through 2024.

These investments showcase our commitment to continuous growth, innovation, and the creation of value. They reflect our unwavering belief in the potential of our sector and our dedication to ensuring the growth and success of our members' businesses.

Our **Carbon Warrior Program**, initiated to promote environmental consciousness and sustainability within the industry, has been met with remarkable enthusiasm. It's heartening to witness our members lending their voices to support the Carbon Warrior initiative, keen to publicise the environmental benefits of using timber.

The program is on track to step up its operations in 2024, expanding its reach to include builders alongside FTMA members. As we progress, we strongly urge our members to engage more actively, to amplify their voices, and help us make a real, tangible difference. Remember, we are all Carbon Warriors, and it is our collective responsibility to champion this cause, loudly and proudly.

Our **FTMA HR Portal**, launched in 2023, did not kick off as smoothly as anticipated, but nevertheless, it became an invaluable resource for our members. The Portal provided our members with much-needed support. We are excited to announce that in 2024, we will be enhancing our HR Portal, which is timely, given we are experiencing the most significant industrial relations shake-up in decades.

One of the most exciting initiatives we are launching this year is the **Safety Standard Operating Procedure (SOP) Video Program**. We have partnered with FTMA NZ in the creation of this program, which is aimed at enhancing our standard operating procedures.

The primary goal of this initiative is to streamline the induction process within your businesses by using video-based tutorials. The Safety SOP Video Program will be rolled out to FTMA Australia members from next week.

In 2023, we conducted **State Seminars** in WA, VIC, SA, QLD, and NSW. Despite some states reporting lower participation rates than anticipated, overall, the response was encouraging. Nearly 25% of fabricators from across the country were in attendance. These seminars proved to be a valuable platform, facilitating the sharing of latest industry news with our members, and enabling quality networking opportunities.

This year, we made a significant investment with the creation of the **Frame & Truss Sector Outlook (FATSO)**. This project, in collaboration with the expert services of Tim Woods of IndustryEdge, has been instrumental in gathering invaluable data - a first for us at FTMA.

The resulting FATSO reports have been crucial in providing us with previously unavailable data, aiding us in planning our future strategies and initiatives. Looking ahead, we are excited to see how this wealth of information will drive our industry.

On a **financial note**, I am pleased to share that FTMA has performed exceptionally in the past year. In 2023, we generated a profit of \$61,197. As a not-for-profit organization, our primary goal is not to accumulate wealth but to reinvest our earnings back into the industry we serve. This financial position enables us to support new growth opportunities, fund our ongoing programs, and foster innovation within the timber industry. Rest assured, every dollar will be put to good use to back our initiatives and strengthen the industry's fabric.

Indeed, one of the highlights of this year was being shortlisted for the **Association of the Year** by the Association Forum. This is no small achievement; it stands as a testament to our strong conviction, collective efforts, and unwavering commitment to our members and sector. Although we didn't clinch the award, our nomination in itself is a significant accolade. It underscores our impact on the industry and acknowledges our continuous ambition to deliver above and beyond for our members and the community. This recognition has only fuelled our resolve to strive for even more significant milestones and has validated our relentless pursuit of excellence. I want to express my heartfelt gratitude to all our members for their continued faith in us, and I look forward to achieving even greater heights together in the coming year.

Our **board members** are the backbone of FTMA, playing a crucial role in steering the direction of our organization. They bring diverse skills, knowledge, and perspectives to guide our strategic decisions, and their commitment and passion for the industry are second to none. As we bid farewell to Andrew Nyugen, who joined the board in 2017, and Nikita Bourke, who joined in 2020, we can't thank them enough for their invaluable contributions.

While we will miss their insights and expertise, we are equally excited to welcome new voices to our board. As FTMA continues to evolve and grow, the role of our board will remain critical in guiding our future path and ensuring our continuous impact on the industry. Aaron Hillman, in his first year as Chair of the Association has done an outstanding job in not only guiding the board but supporting the team with our everyday endeavours.

As we close on the past year and look forward to the future, I am filled with optimism and excitement for what lies ahead. FTMA has always been about its people — our committed board members, our passionate staff, and most importantly, our loyal members. Your unwavering support and belief in our mission fuels our drive to continuously strive for better. I am confident that together, we will continue to make a difference and shape the future of our industry.

Thank you for your trust, your support, and for being the heartbeat of FTMA. Here's to another successful year!

Kersten Gentle
FTMA CEO - November 2023