

Strategic Plan

2023 - 2027

VISION

An industry where timber manufacturers thrive and contribute to Australia's green built environment.

MISSION

FTMA is recognised as the trusted representative body and unified voice for all timber frame and truss manufacturers of Australia, whilst strengthening the connection with the broader supply chain.

FTMA supports timber manufacturers while investing in our industry to grow and strengthen the professionalism of the timber fabrication market and viability of our members.

VALUES

- Leadership
- Excellence
- Knowledge
- Unity
- Responsiveness
- Passion



STRATEGIC GOALS

FTMA's approach to achieving its mission is to:



SUPPORT

Providing support to our members to help them become better businesses



INVEST

Investing to create more opportunities for our members



GROW

Driving industry growth and strengthening the professionalism of our sector

Strategic Pillars

1 Promoting the environmental benefits of timber offsite fabrication

- Further develop and promote Carbon Warrior program
- Grow customer (i.e. builders, architects & consumers) recognition of benefits of timber frame and truss manufacturing industry – quality engineered products with environmental benefits (net zero carbon housing as key message)

2 Enhancing the profile of timber frame and truss manufacturers and promote supply chain capability

- Extend awareness of FTMA and reputation of timber fabrication to broader construction sector and to consumers through industry publications and brand awareness activities
- Facilitate supply chain to enable the use of innovative products in frame & truss manufacturing and broader construction sector
- Facilitate timber product standards that are fit for purpose across the supply chain
- Continue to enable connections across a unified supply chain

3 Advocating on behalf of and represent the interests of member businesses

- Voice the concerns of the timber fabrication industry to the relevant bodies on important issues
- Lead affiliations with key partners and networks within the construction industry to progress joint advocacy to benefit fabricators and the wider industry
- Representation on industry related committees and at key industry events
- Regularly update members on advocacy initiatives and outcomes

4 Providing members with trusted operational business support

- Facilitate Industrial Relations and WHS support for members
- Support the sustainability of timber fabrication workforce
- Provide business support resources and advice services
- Maintain a source of technical information to members
- Provide member events that enable peer engagement and information exchange

5 Facilitating provision of education to the sector

- Collaborate with training bodies, suppliers and fabricators to develop and deliver training programs
- Continue to provide education resources for members

6 Sustainable governance, growth and management of the association

- Continuing to implement communications strategy
- Maintain member engagement and ensuring growth
- Maintain contemporary governance
- Ongoing financial management

