

## PROBLEM

### Customers say...

- “There is so much useful data and research but its hard to find”
- “I don’t want to pay a consultant for basic information, I’ll just do it myself”
- “The MPI website has so much information on it, its easy to get lost”
- “The Government keeps changing the rules, forestry is not stable enough”
- “My neighbours are the most trusted source of information”
- “Forestry is complex and everything I read is too hard to understand”

### MPI/Industry say...

- “Information is hard to find as it’s spread across different agencies and organisations”
- “We need to increase workforce opportunities”
- “Too many forestry projects are failing due to poor knowledge and information”
- “The industry needs to learn fast to adapt to the demands of Climate Change”
- “New information is needed to grow the domestic market and consider more NZ wood products”
- “There are a lot of myths and negative stories about forests and forestry”

## OUR VISION

To provide centralised sound, practical information and access to tools and support, that will help towards rebuilding the forestry sector and building great confidence in investment choices.

## OUTCOMES

Understand what’s involved and what decisions I need to make to achieve my goals



Knowledge

One place to go to find the resources and people I need from leading experts in the industry



Collaboration

Self-service tools that are tailored to my needs



Self-Service

The hub supports my goals i.e. economic, environmental or societal goals



Motivations

Latest information and news is made available to the sector to support our changing environment



Data

## SOLUTIONS

### This means customers can:

- Understand how an investment in trees could benefit different types of landowners
- Understand the full Forestry Lifecycle before starting
- Understand tasks involved in planting, managing, harvesting and land restoration.
- Learn what funding and support is available to support a project
- Learn how to keep safe and well in the industry

### This means:

- Knowledge is in one easy to navigate location.
- More information comes from trusted partners in the sector
- Expertise is sourced from across the sector
- Te Uru Rākau facilitates sector-wide problem solving
- Leveraging other websites, feature and/or link to best content from outside
- Bring all hard data and statistics into one place

### This means customers can:

- Check eligibility for funding options
- Check eligibility for Emissions Trading Scheme
- Create a customisable Forest Plan with the tasks they need to achieve their goals
- Calculate costs and potential income based on my investment type
- Find training opportunities
- Find local and national events for online or face-face

### This means customers can:

- Understand the environmental, societal and economic benefits of trees
- Compare costs and potential income
- Compare their carbon footprint against different species and investment choices

### This means customers can:

- Search for new data and research
- Be notified when new data is available
- Compare data against species, region, land type
- Learn about science and research that’s in development
- Access newsfeed on NZ Forestry

## BENEFITS

Providing a hub with centralised sound, practical information and access to tools and support, in a simple, easily understood format will support **more successful tree-planting projects.**

A government-backed hub, with enough independence to collaborate with industry partners will result in reaching a **wider audience** and provide reassurance that the government are here to **make it easier and to enable better decision-making**

Making cost, funding, and eligibility information more accessible and transparent will aid more people **accessing funding for well considered projects to grow the market**

Making data and research easier to find and access as needed will result in experienced foresters making **better, faster decisions, and feeling better supported**

Building a knowledge hub with wider and deeper **industry collaboration,** will result in better and faster access to the latest information which will contribute to recovering the sector