

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