



Our Vision

Marlborough exemplifies innovation and collaboration in forestry, logging, wood processing and waste-to-energy systems. Our community values what we do and how we do it

Background

Smart+Connected is Marlborough's regional economic and community development programme. Through the programme, support is provided to communities and industries to strengthen collaboration by:

Being smart – Thinking strategically – becoming more efficient, creating new solutions, and leveraging those solutions to create new opportunities.

Being connected – Acting collaboratively – staying informed, and supporting each other locally, nationally and internationally.

In 2014, the forestry and wood sector was the first industry in Marlborough to adopt the Smart+Connected approach. Since that time, the programme has been refined and applied in various industries and communities across the region. The lessons learnt over the past five years are now applied in the 2019 refresh of the Smart+Connected Forestry and Wood Sector Group.

A revised Steering Group, representing the forestry and downstream wood processing industries, government and local communities, will oversee the activities of two Working Groups focused on priorities identified by the sector.



Shared Priorities

2019 – 2021

1. A positive industry reputation

A significant opportunity exists to enhance the reputation of the forestry and wood sector through:

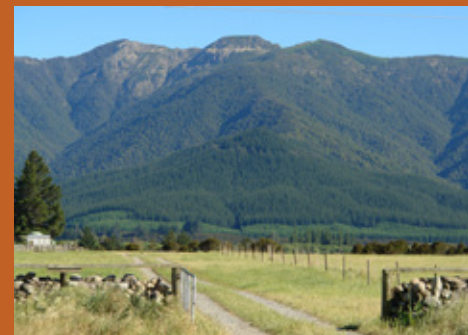
- Improving environmental stewardship
- Improving the attractiveness of the sector as an employer of choice
- Partnering with local communities
- Communicating effectively about the industry (including the non-wood benefits of forests)



2. Domestic value addition

To reduce the sector's reliance on the export of logs, there is a need to increase domestic processing and value addition opportunities in Marlborough. This will require:

- Fostering collaboration between forestry owners to secure supply
- Attracting investment into domestic processing opportunities



How you can contribute

The Smart+Connected approach is designed to build collaborative efforts in addressing identified priorities for Marlborough's industries. If you would like to know more about how you can contribute, please contact info@marlboroughforestry.org.nz