

TCA SOWING THE SEEDS FOR CAREERS IN FOREST & WOOD PRODUCTS INDUSTRY

With so much focus on the skills shortage facing the industry and promoting careers in the forestry and wood products industry, Timber Communities Australia has been busy building networks with schools. TCA will regularly send out the Sowing the Seeds newsletter to our members to keep them informed of the regions we are coming to with this exciting new program.



The Austimber and AFCA committees had the foresight to recognise the need for a National Careers Forum which was held in conjunction with Austimber in Mount Gambier during March. Jim Playsted the Chair of Austimber 08 Careers Conference realised that: “The forest and timber processing industries lacked a single point of entry like ‘miningcareers.com’ where prospective entrants can gain access to job and career information, training opportunities, training providers, curriculum and qualifications. We are rapidly losing ground to other industries and are now badly in need of relationships with schools and careers advisors in particular”



Recognising the need for grassroots connections with schools Austimber engaged the assistance of TCA to build links between industry and the schools. Contact was made with over 200 schools resulting in an amazing 104 teachers attending the Austimber Careers Forum. The conference was great, teachers really did comment that If only I knew which was the conference theme, however to be truly successful meant that follow up work had to be done with the teachers and new relationships formed.

Austimber did their part in highlighting the many careers in the forestry and wood products industry, ForestWorks of course have done their part and launched their careers website www.forestworks.com.au which has attracted well over 100,000 hits already, NAFI & A3P have developed the tool to promote careers and guide teachers and students to the ForestWorks website through the creation of the Reach for the Skies DVD and TCA has further developed the relationships with teachers at the community level which has resulted in access to over 100 schools between now and August.

The floodgates have opened and teachers now want TCA on behalf of industry to come and promote the careers in forestry to students. This is a natural progression for TCA as we have been going to primary schools promoting the industry for over a decade so to continue the relationship with the older students and secondary schools comes natural to the TCA staff and branch network.

This isn't about TCA doing this by themselves as we do not have the jobs and resources. This is about partnerships with industry and other industry based organisations such as ForestWorks, CFMEU, RPC's, NAFI and the State Associations, we are simply the facilitators. ForestWorks has already arranged to provide TCA with information and is working with the TCA State Managers forming an alliance to address promotion of forestry careers in schools throughout Australia.



TCA has been attending Career Forums for the past 3 months and has seen over 20,000 students and over 200 schools and there are more career forums on the horizon. Congratulations to Austimber for the foresight. TCA has taken on the challenge and filled the void and it is impressive that the whole of industry is getting behind us to promote careers in the forests and wood products industry.

If you wish to be involved in any upcoming forums please contact Kersten Gentle 03 5962 1874.

For further information on how to access a career in forestry please visit www.growyourcareer.com.au