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|  | Your organisation | Your role |
| Title | Eastern Forestry Ltd. (EFL) | General Manager |
| Description | * Tribal forest management company based in Townsville in the County catchment. * EFL establishes and manages forestry ventures that also include the forestry interests of the Te Tairawhiti tribe. * This year EFL will be celebrating their 50th year of business operations. | * You are responsible for EFL’s economic and environmental performance. * You manage relationships with forest investors, including land owners, and you oversee the relationships relating to the major matters that can impact your forestry operations. |
| Goals | * Be a profitable and sustainable business. * Seek out innovative forest systems and value chains that will set you on your business pathway into the next 50 years. * Expand your benefits to the tribe and region. | * To foster and develop partners in forest ventures. * To identify threats (e.g. restrictions to harvest) and seek out opportunities (e.g. planting schemes, new products and markets) that will impact on your profitability and licence to operate. |
| Values | * To operate a safe working culture. * To be an employer and an environmental steward for the tribe. | You encourage and support local and youth employment and knowledge development in the forest industry. |
| Relationships | * You are affiliated to various industry advocacy groups and education and training organisations. * You have contract service suppliers in the catchment and in Eastern Region, including Townsville Forest Nursery and the Tribal Tree Transport Company. * The markets for your products are mature. | * You have been a forest industry representative on the National Forestry Council for two years. * You have tribal affiliations; however, most of your friends and family are in Easternville or in other parts of the country. |
| Resources | * You are profitable; however, your profits have declined each year for the past three years. * You are prepared to invest $2M in order to slow profit decline and to seek out your next generation forest systems, products and markets. |  |
| You are here because … | Road systems and forestry in steep, remote lands are currently costing you. You query whether your business, and the industry, is at risk of being a sunset industry. You want to know about transformational technology, products or systems that could position you well for the next 50 years of business. | You want to maintain relationships and to develop your understanding of the current and future activities and opportunities impacting the forest industry in the region. |