

# TELLING OUR STORY

COMMUNICATING AN AGE-OLD INDUSTRY TO A NEW-AGE GENERATION

## TOUCH WOOD

WELCOME TO THE OFFICIAL PAGE OF  
THE FUTURE FORESTERS NEW ZEALAND

ABOUT US

GET INVOLVED











# THE CHALLENGE





In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.

— Theodore Roosevelt —







# VISION

CHANGE negative perceptions.

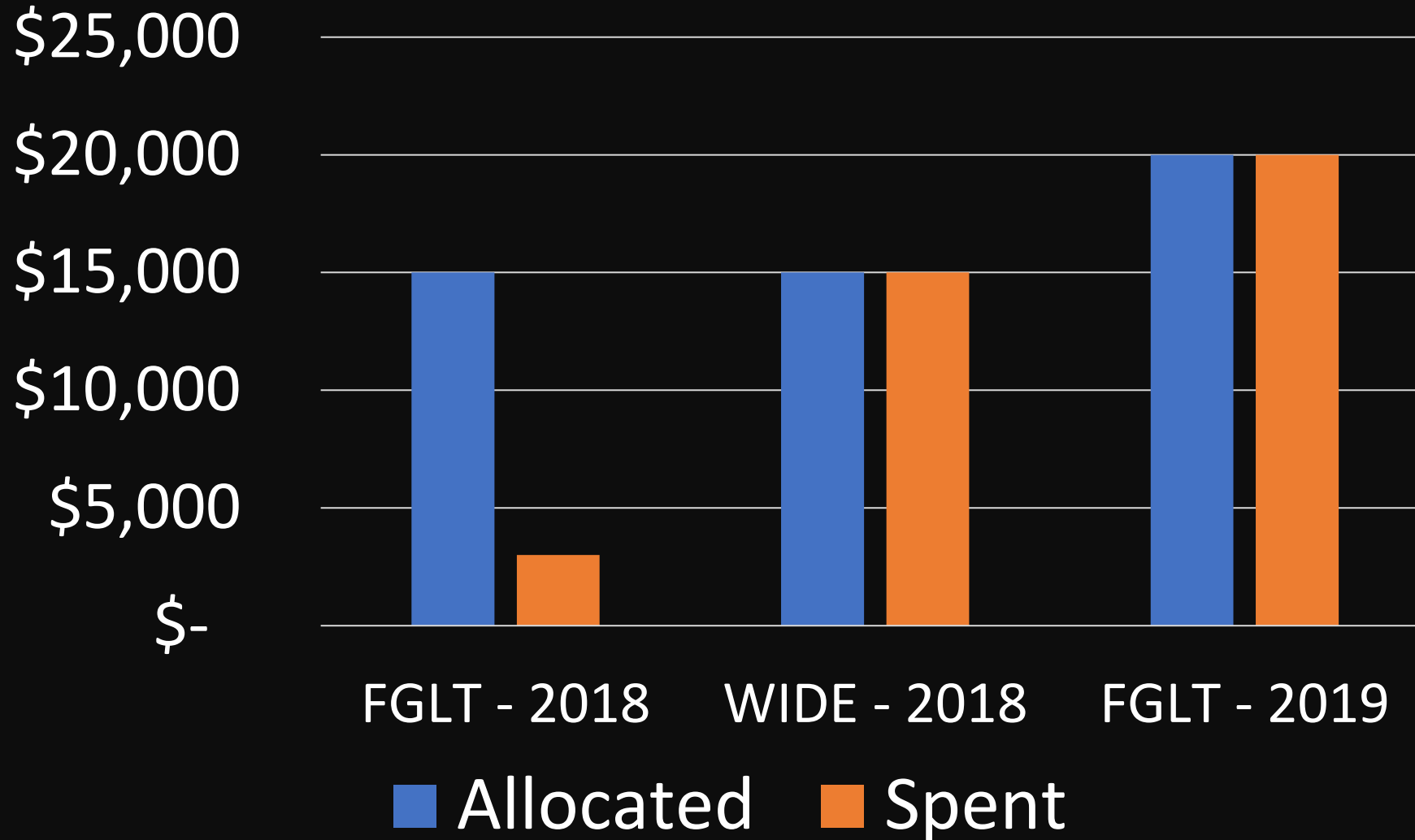
RAISE awareness of career pathways.

CREATE community.

PROVIDE a voice.

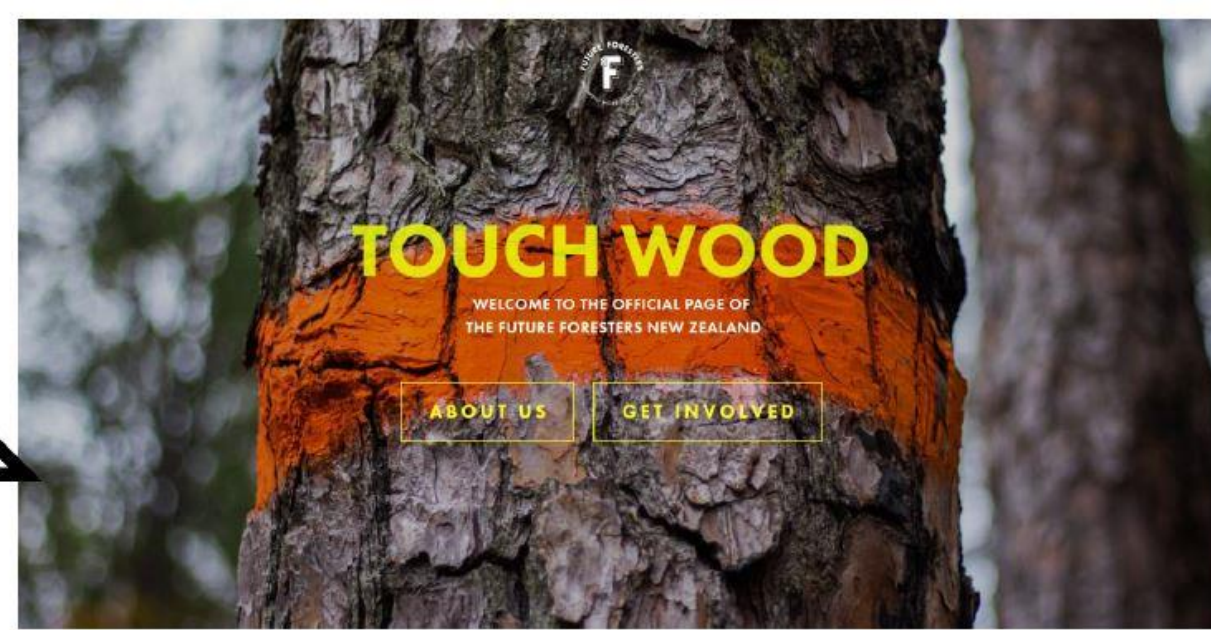
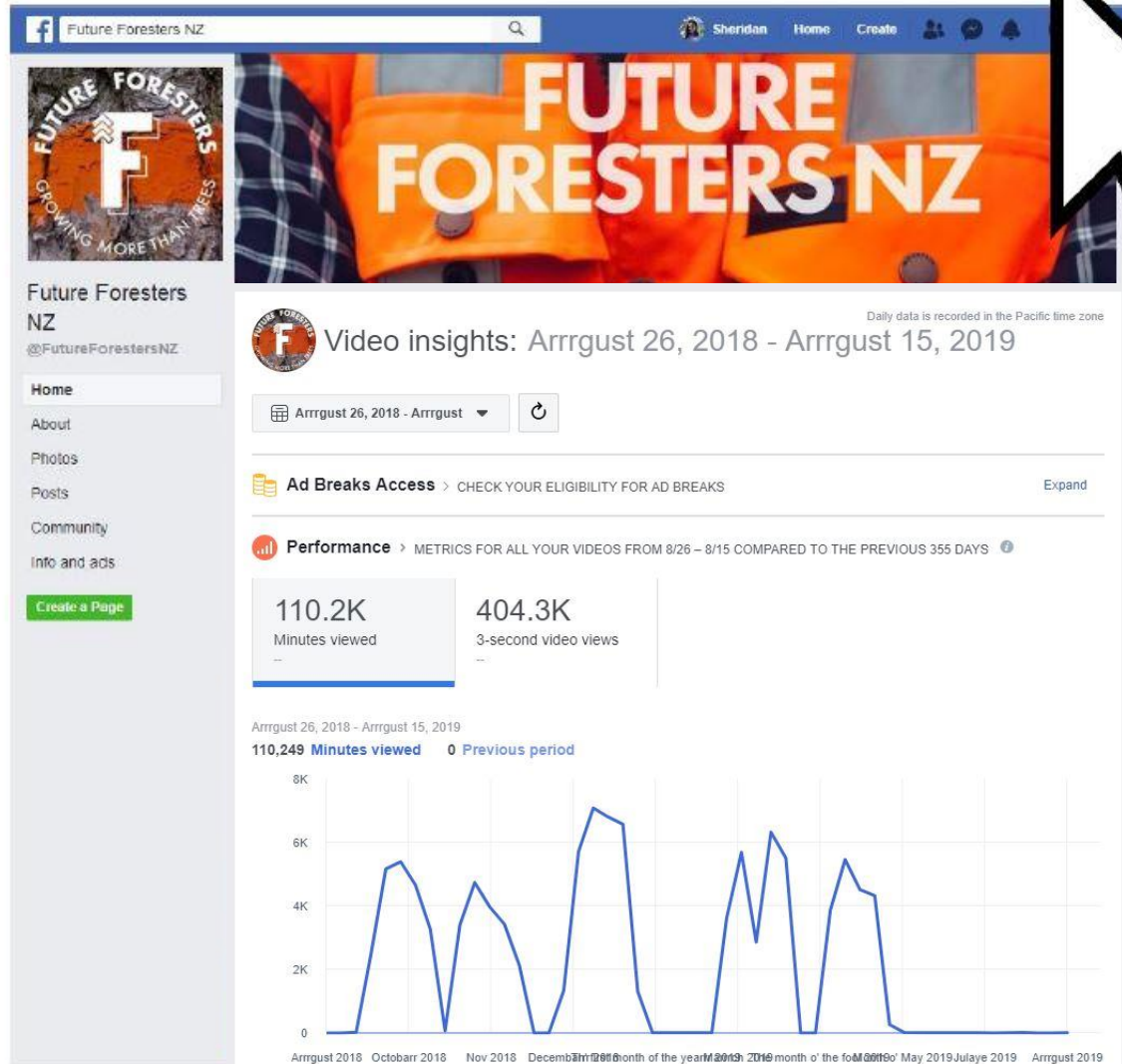


# FUNDING

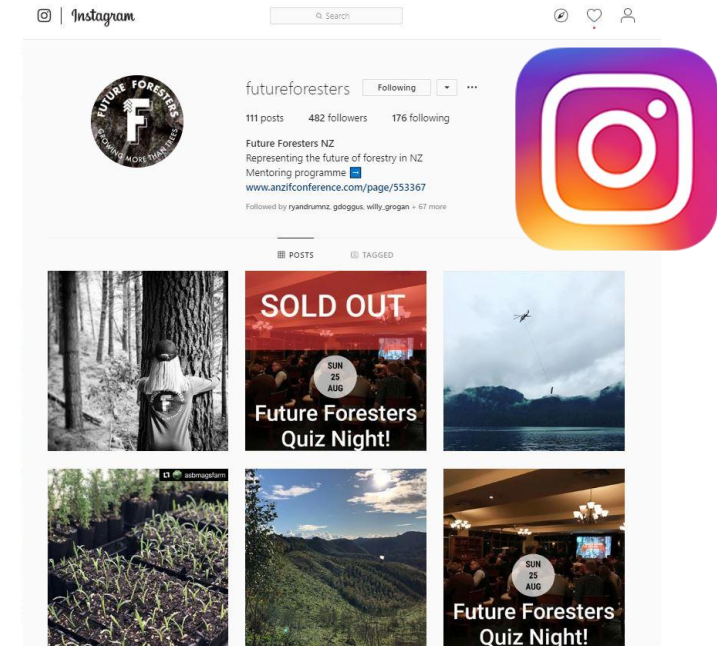




# CONNECTING



@FUTUREFORESTERSNZ



# ONLINE ENGAGEMENT



140

**Facebook  
Members**

250

**Website  
Members**

450

**Instagram  
Followers**

800

**Facebook  
Followers**



# APPROACH

- **TARGETED** Advertising
  - Demographics
  - Geographics
  - Key words
- **AUTHENTIC** Content
  - Personal Stories
- **ENGAGING** Content
  - Short video clips
- **RECOGNISABLE** Brand

*mates*  
SOCIAL MEDIA

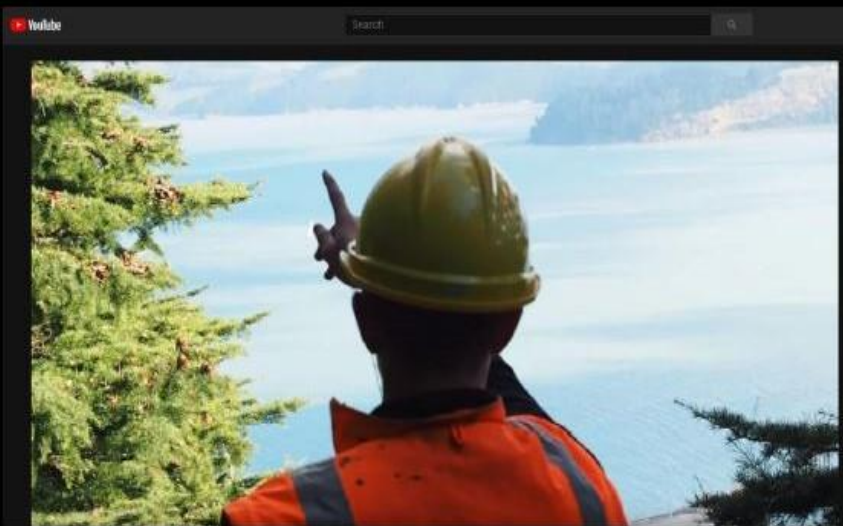
+



# HOW WE TELL OUR STORY



*mates*  
SOCIAL MEDIA



FUTURE FORESTERS  
GROWING MORE THAN TREES



# RESULTS Across all 5 Videos



*mates*  
SOCIAL MEDIA

140,000

Unique Video Views

400,000

REACH - # of people the  
videos reached

1,718,000

IMPRESSIONS - # of  
times a video appeared  
on a screen

# KEY MESSAGES

- Understand the **VALUES** of your audience
- Tell **PERSONAL** stories – **AUTHENTICITY**
- Take **OWNERSHIP**
- Focus on **POSTIVES**

## SUSTAINABILITY, ENJOYMENT AND SUCCESS FORESTRY NEEDS TALENT

writer **PETER WHITE**  
photographer **ALAN STEVENS**

Building a better world through forestry inspires **ALFRED DUVAL** every day. The 25-year-old is passionate about helping to create healthy, sustainable forests in New Zealand. He wants to spread the message among school leavers just how vital the industry is to the health of the planet.

"I am in an industry that when done right has the potential to be environmentally positive," he says. "This is what initially got me into forestry. I had faith to get into a career that at its core is about benefitting the world and looking after the environment."

Alfred went to Burnside High School before completing a Bachelor of Forestry Science at the University of Canterbury. He has been based in Tauranga working for Port Blakely for 18 months.

"I am a regional forester. I help with planning anything to do with growing a forest, right from preparing a site to planting to managing the trees in terms of assessing their health and pruning and thinning. So, it is like a high-level planning role, but I am also out there supervising, walking through the bush, getting data," he says.

"The other side of my job is to do with technology. I am on the GIS (Geographic Information System), which is how you create maps. I have my own company drone I fly to map areas and am already involved in industry groups. No two days are the same, that's for sure."

Alfred has made a major impact already, winning the prestigious Prince of Wales Award for Sustainable Forestry last year. He and three other recent graduates, based in different regions throughout New Zealand, have worked hard to establish the Future Foresters ([www.futureforesters.com](http://www.futureforesters.com)).

The group has four major goals: to create a community for young people involved in any aspect of forestry; to provide a relatable face to promote forestry to the next generation; to connect



experienced foresters with those starting out; and to provide a voice to young people in forestry to have their say on industry issues.

Alfred says forestry in New Zealand needs keen talented young people to enter and stay in all areas of the industry.

"We want to inspire young people to get into the industry, show them people who are doing well, having fun and enjoying their jobs."

He says the industry provides wonderful prospects for young graduates.

"I have already had an immense amount of opportunities to develop professionally. I've had work trips to Australia and the US and I got to meet Prince Charles all because I am a forester, and this has made it already a rewarding and diverse career."

"I think the industry is relatively unknown. I've not got a lot of knowledge out there about the industry. Once young people learn about it they want to be a part of it because of the sustainability and the diverse and rewarding career opportunities."

### KEY FACTS



- **ALFRED DUVAL** WORKS AS A REGIONAL FORESTER FOR PORT BLAKELY IN TAURANGA.
- HE HAS A BACHELOR OF FORESTRY SCIENCE FROM THE UNIVERSITY OF CANTERBURY.
- **ALFRED** HAS WORKED HARD AND COLLABORATED WITH OTHERS TO ESTABLISH THE **FUTURE FORESTERS** ([www.futureforesters.com](http://www.futureforesters.com)).

For more information on studying Forestry Science through the University of Canterbury, visit [www.canterbury.ac.nz/engineering/schools/forestry](http://www.canterbury.ac.nz/engineering/schools/forestry)

For more information on the new forestry scholarships offered by MPI, visit [www.mpi.govt.nz/forestryscholarships](http://www.mpi.govt.nz/forestryscholarships)





# OUTCOMES

- VIDEOS
- VIEWS
- MEMBERS
- EVENTS
- FUNDING
- REPRESENTATION
- PRIDE





# LEARNINGS

- Be TARGETED
- Be AUTHENTIC
- Be PERSONAL
- Take OWNERSHIP
- Establish COMMUNITY
- SWAG





