

Forestry's narrative: fact or fiction, and does it matter?





14 km of the
waterway
through forest
land...





700m of the
same waterway
outside the
forest...



Narrative: the sum of shared context, experiences, knowledge and values that organise and condition the way individuals in communities view, perceive, judge and communicate the world around them



An Otago
Peninsula
landscape
today reveals
the underlying
landform...



Getting at the truth of the matter...

- Our narrative powerfully predisposes us to see things a certain way
“No one is better than Trump at claiming victories from overwhelming defeats!”
John Oliver
- But, while we can't escape the need to interpret, and its limitations, we can nevertheless be aware of it
- The truth begins with performance, but it is a dialectic
- Perspective will shift when a narrative's performance no longer stacks up
- Generally speaking, people aren't stupid. They will see through BS!

Forestry has a great narrative...



Where to from here?

1. Carefully crafted publicity without credible narrative performance is simply not intelligible to the community
2. But credible performance that doesn't engage in the conversation is little more than a private language spoken by insiders and will regularly fail at gaining market share



An iconic North American landscape (complete with hidden underlying landform)...

