

Erica Kinder

Primary Schools Forestry and Log Truck Safety Program New Zealand 2021



WHERE IT ALL STARTEDNZIF 2019 CONFERENCE

KNOWING THE FORESTS AND THE TREES – *WHY FORESTERS MATTER?*

ANZIF - Auckland, 26-27 2019

Rob de Fégely
Director Margules Groome Consulting
Chair Sustainable Timber Tasmania
Co-Chair Forest Industry Advisory Council

Margules Groome Consulting Pty Ltd



WHAT NZ NEEDED (FOR SOCIAL LICENCE)....

- - a community facing organization to promote forestry interests. (like a Wood Council)
- - a series of programs interacting with the community and clearly funded by forestry to show our commitment to to our regions (like a Wood Council)
- For forestry companies to form a regional collective to promote their interests locally. (like a Wood Council)
- To collect positive stories on the forest sector and benefit of forestry and communicate these in a clear format for schools and the public. (LIKE A WOOD COUNCIL)

THE LIGHTBULB MOMENT....

Wood Councils were shit.....

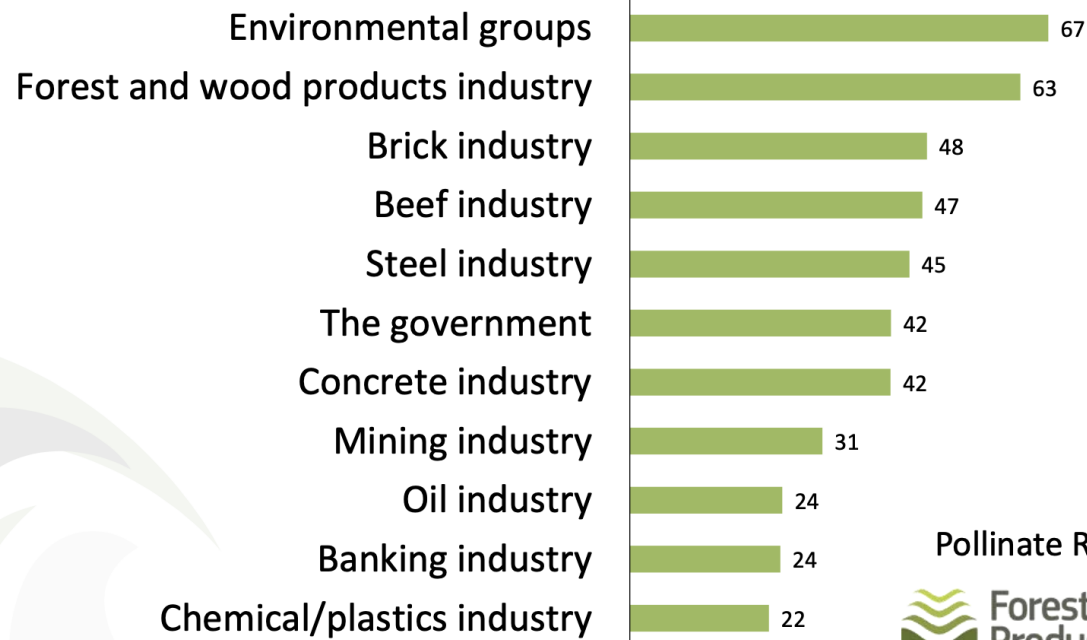
And no one knows who we are..



I WAS GIVEN PERMISSION!

So do we have a social licence!

The forestry industry has permission to deliver environmental messages almost equally with environmental groups



Pollinate Research for
 Forest & Wood
Products Australia

THE PREVIOUS “SHARE THE ROAD” MODEL...

The heavier the vehicle, the longer it takes to stop.

50
km/hr



70
km/hr



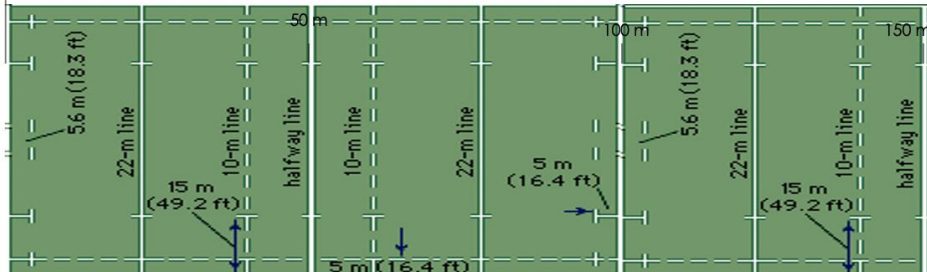
90
km/hr



Total distance assumes standard brakes, and sealed dry roads.

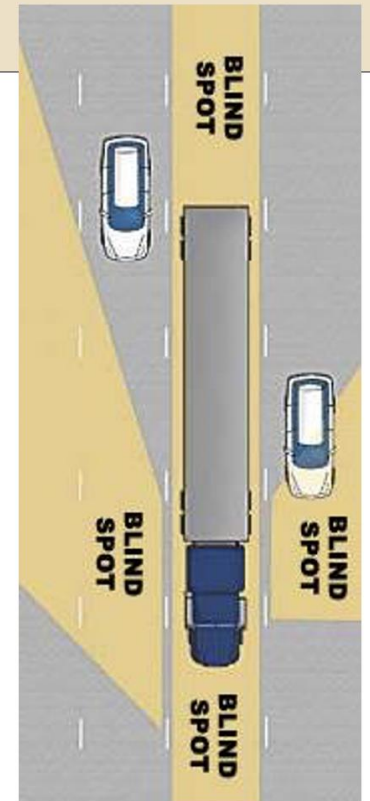
Results vary.

If roads are wet or metalled; add 20% distance, if icy add 100%.



All Vehicles have blind spots

- AREAS a driver CAN NOT SEE.
- **Larger** the vehicle, **larger** the blind spot
- WAVE at the driver so he knows where you are
- Can you see the DRIVERS FACE in the truck MIRRORS? If NOT then the driver CAN NOT SEE YOU!



THE 8 WOOD COUNCILS OF NEW ZEALAND



FUNDING SOURCES

2021

- Ministry of Education – Passed
- Wide Trust – Waiting to see if it's any good. So no, currently
- Log Transport Safety Committee – paid for “Log Truck Safety movie” 8K
- FGLT – Passed on first try. Gave us 20K on second try.
- 1BT Program (MPI) – 80 K for one year. (just finishing up and no more)
- MPI 17K for “What is a forester?” movie
- All 8 Wood Councils. (In kind hours of their CEO's)
- Truck companies (trucks and staff for the 50 days – what is the value of this?)
- Forestry Companies (sponsored high vis vests – estimated to be 50K for the year across NZ)



GOALS

- Demystify the log truck and improve perceptions of log trucks on our road.
- Explain why those truck are there. Where they have come from and where they are going.
- Describe the logs on the truck. What are they?
- Give reasons for why we need forestry, and logs, and wooden products
- Give details of what forestry is, what a forester and clear up the confusion around roles.
- Put in plain words what benefits forestry has in their local community
- Give some pride to the staff who attend, (and all the students who have parents working in the sector)



Feilding School
PF Olsens

Wairau Valley School
PF Olsens



OUTCOMES FROM THE PROGRAM

- Complete 50 primary school visits across NZ
- Ensure each student remembers the day "the forestry" came to their school.
- Leave tangible resources and prizes with the schools. (high-vis, wooden toys, colouring-in competition, cubby houses, pencils, wooden puzzles, books)
- Ensure there is follow-up from the local staff that attended to 'judge' colouring-in and hand out prizes.
- Tell the story afterwards, with newspaper articles, Facebook, newsletters, and lots and lots of photos.
- Make sure a brochure goes home in their bag for the parents.



Tapanui School / Ernslaw One

WHAT IS SUCCESS?

Happy students, happy
parents, happy teachers,
happy forestry company,
happy truck company.

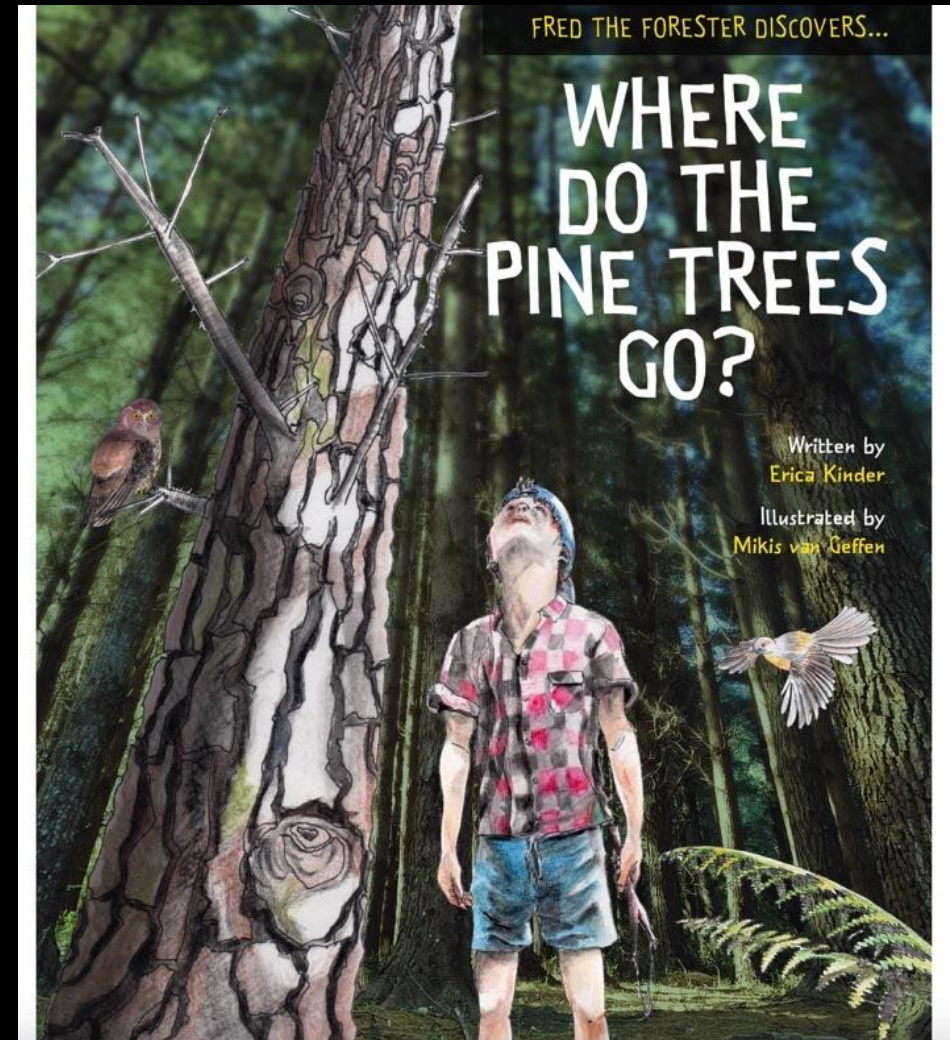
Full bookings for 2022

Students understanding
where our wood goes and
why we need it...



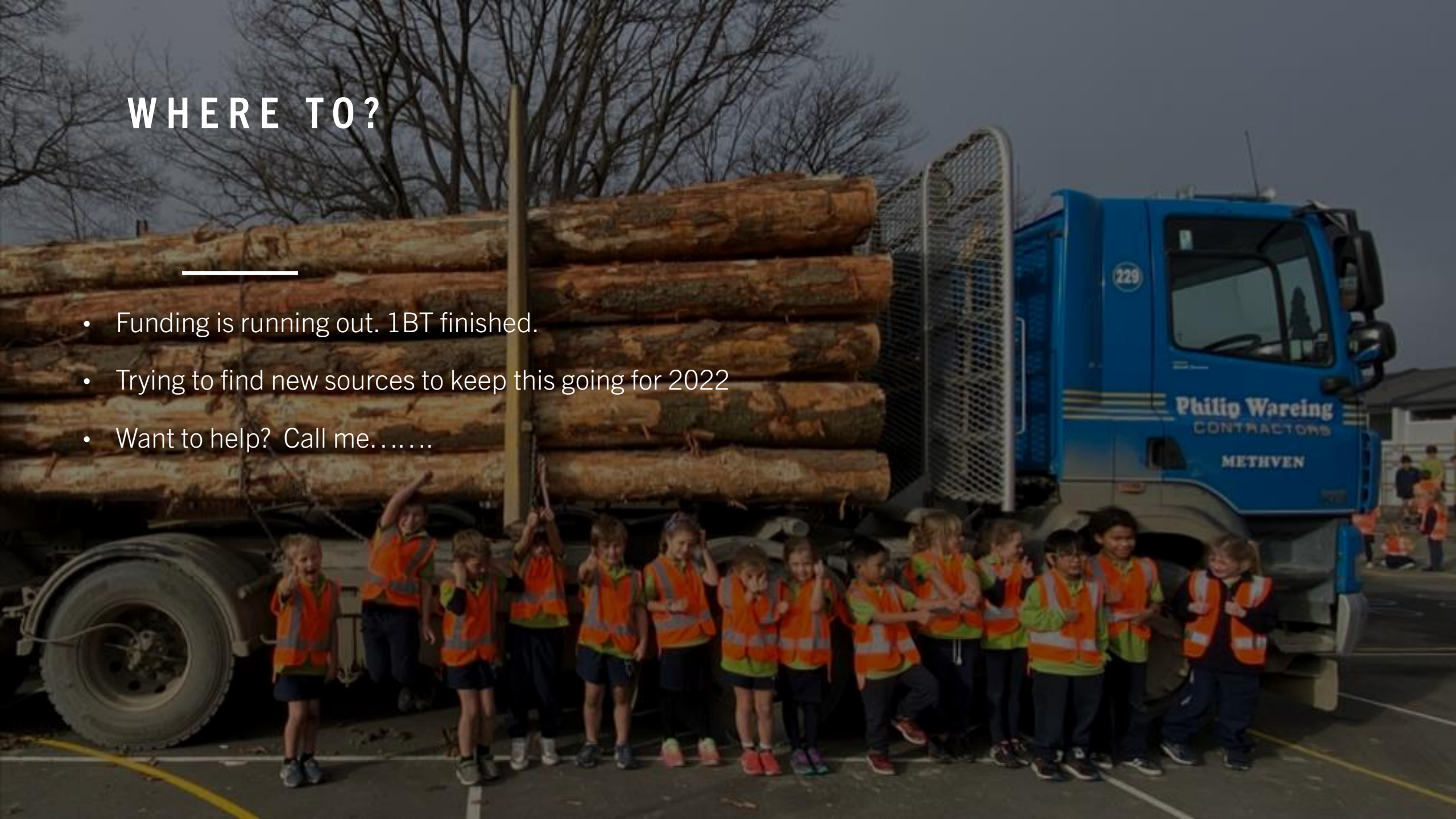
RESOURCES DEVELOPED

AVAILABLE TO ORDER



WHERE TO?

- Funding is running out. 1BT finished.
- Trying to find new sources to keep this going for 2022
- Want to help? Call me.....





The kids really loved being in the cab of truck with the driver. It was a multi layered approach our of the classroom, in the classroom, and in the truck. Great resources were shared with us. The people involved with us were fun. - Paparoa Range School Greymouth May 2021

We are very grateful for all your time and resources put into our school! We loved the visit, the prizes and the learning that was undertaken! The people who came were a privilege to have visit us! A huge thanks to you all. – Taonui School Feilding August 2021

Your presentations were wonderful, students had such a great time - highlight was the log truck. The prizes for the colouring in competition are fantastic. Thankyou for an amazing day for the students and teachers. – Geraldine Primary School June 2021

Great exhibit and the students were buzzing after the visit. We have had parents tell the teachers that their child came home and discussed the blind spots, where they were and why they need to be avoided, so it's great that the information is being spread to parents as well. Thanks very much for the visit – Port Chalmers Dunedin – June 2021

It was really good for the children to be able to see the videos of how trees are harvested and to hear about what is involved in establishment. Erica was brilliant with the children and taught them so much about the trees that the school has on the property. All of the staff and children loved being allowed to walk around the logging truck and to be able to sit in the cab! Everyone was very excited to watch Sean fly the drone and tell them what he does with it when he works! To top it off, all of the children got their own safety vest which they can use to keep safe and be seen when they travel to school and they will be handy on school trips too. We loved having the Wood is Good program and would definitely consider having it again! Thank you again! – St Anthoys Primary School Whanganui March 2021