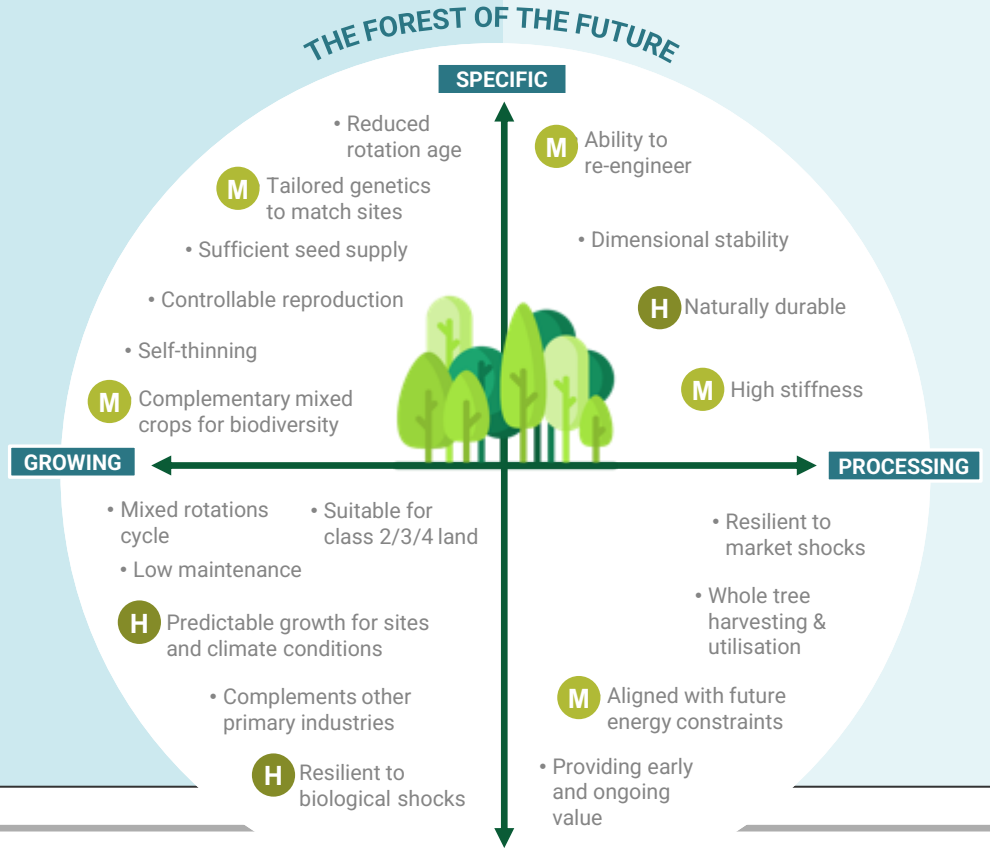
Increasing Specialty Species – draft

TAILWINDS

HEADWINDS



ThinkPlace's Innovation horizon framework adapted

TODAY ← → TOMORROW

OPTIMISING	IMPROVING	EVOLVING	INVENTING	TRANSFORMING
M	H	M	H	L	H
How might we better unite the industry and work in a more coordinated fashion moving forward that also strengthens our voice to government?	How might we improve our market research and insights to understand the market end-uses for forestry products?	How might we de-risk investments and increase certainty through coordinated and increased research spending and knowledge sharing?	How might we collaboratively create an industry marketing and standardisation strategy that provides a grower position on the building code?	How might we create a national and regional view of growing and infrastructure (existing and potential)?	How might we revolutionise our research practices to more rapidly select and scale gene pools and germ plasm based on market demand and new growing practices (e.g. continuous cover and mixed species)?
	How might we better select speciality species regionally and create markets through intentionality? *How might you convince your investors and owners that creating a diversified portfolio is a good idea?*	*How do we re-open the native resource and create scale for speciality species?* *How might we better understand how to grow other species (e.g. Siting requirements)?*		*How might we adjust and create the infrastructure and business model needed for growing and processing smaller quantities of speciality species?* *How might we increase vertical integration and think differently about business models?*	

DEEMED PRIORITY (INDICATIVE)

H *HIGH*

M *MEDIUM*

L *LOW*