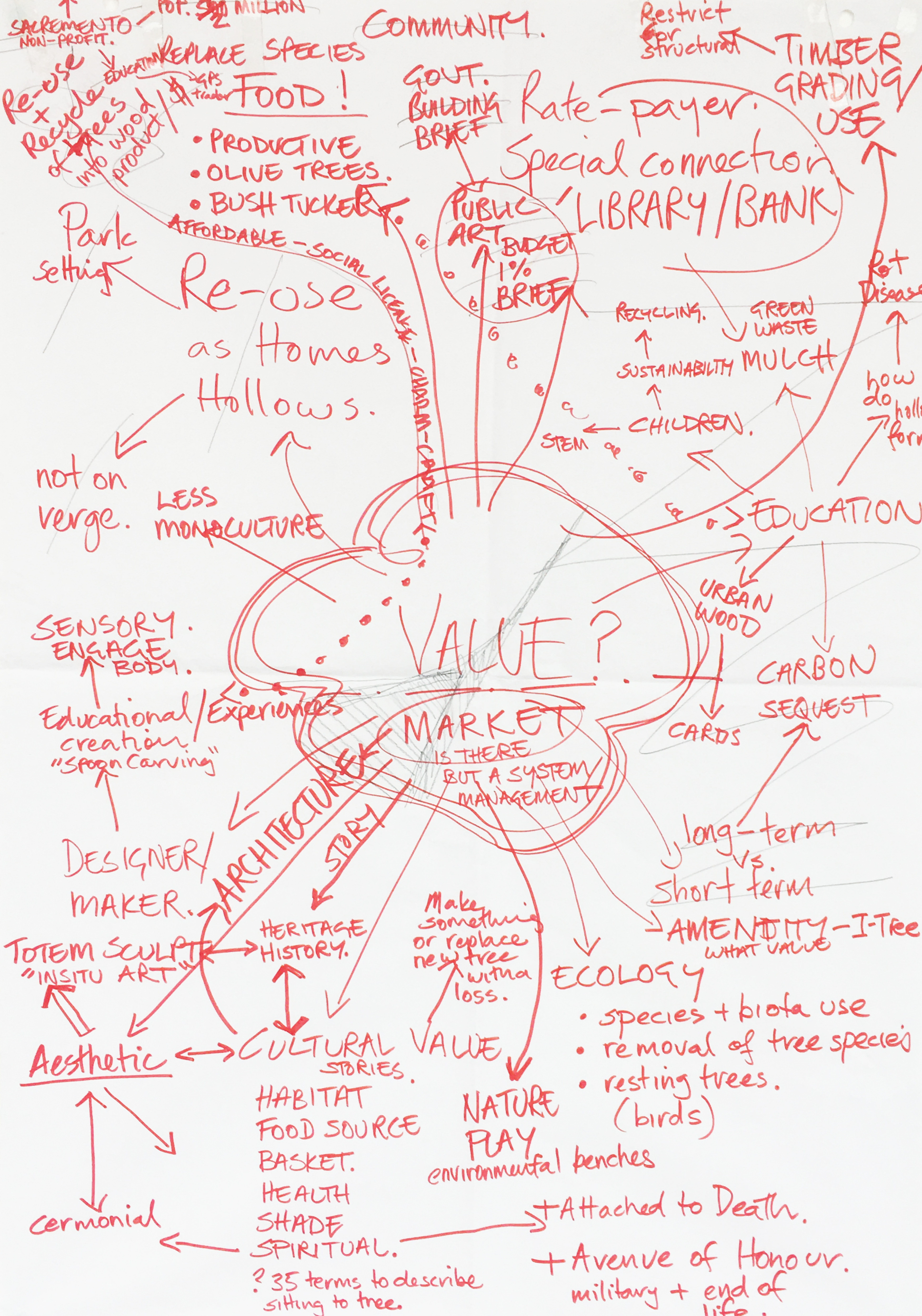


What is the Value?

- What we believe is valuable - What controls our belief?
 - ↳ Market development
- Is the current value more than the future Value.
- The value of the industry
 - employment
 - environmental
 - reduced carbon footprint
 - ↳ local resource.
 - ↳ cutting edge environ. practice
 - ↳ biofuel/biochar
 - Skilled labour
 - lost opportunity if tree not utilised
 - C
- Cost of maintenance/removal? \$
 - ↳ overall value of tree = Qualitative value.
- Community value
 - Biodiversity
 - Health.
 - City cooling
 - Amenity
 - Protection from storms
 - wind
 - water



SACRAMENTO NON-PROFIT. TOT. \$10 MILLION

COMMUNITY.

Restrict for structural

TIMBER GRADING USE

RE-USE
 Recycle of trees into wood product
 EDUCATION
 REPLACE SPECIES
 FOOD!

GOUT. BUILDING BRIEF

Rate-payer. Special connection LIBRARY/BANK

- PRODUCTIVE
- OLIVE TREES.
- BUSH TUCKER.

Park setting

Re-use as Homes Hollows.

PUBLIC ART BUDGET 1% BRIEF

RECYCLING. GREEN WASTE
 SUSTAINABILITY MULCH

Pot Disease
 how do halls form

not on verge.

LESS MONOCULTURE

VALUE?

SENSORY. ENGAGE BODY.

Educational/Experiences
 "Spoon Carving"

MARKET
 IS THERE BUT A SYSTEM MANAGEMENT

URBAN WOOD

CARBON SEQUEST

DESIGNER/MAKER.

ARCHITECTURE
 STORY

long-term vs. short term

TOTEM SCULPTURE
 "INSITU ART"

HERITAGE HISTORY.

Make something or replace new tree with a loss.

AMENITY - I-Tree
 WHAT VALUE

Aesthetic

CULTURAL VALUE
 CULTURAL STORIES.

ECOLOGY

- species + biota use
- removal of tree species
- resting trees. (birds)

HABITAT
 FOOD SOURCE
 BASKET.
 HEALTH
 SHADE
 SPIRITUAL.

NATURE PLAY
 environmental benches

Cermonial

+ Attached to Death.

+ Avenue of Honour. military + end of life.

? 35 terms to describe sitting to tree.

Hierarchy of values

- Environment
 - Art
 - Community
- } Positive re-use

Hard Costs & Value

What do our makers need from value, market etc to be advocates?

Raw materials
SUSTAINABILITY

Labour cost

Local vs national? \$\$\$

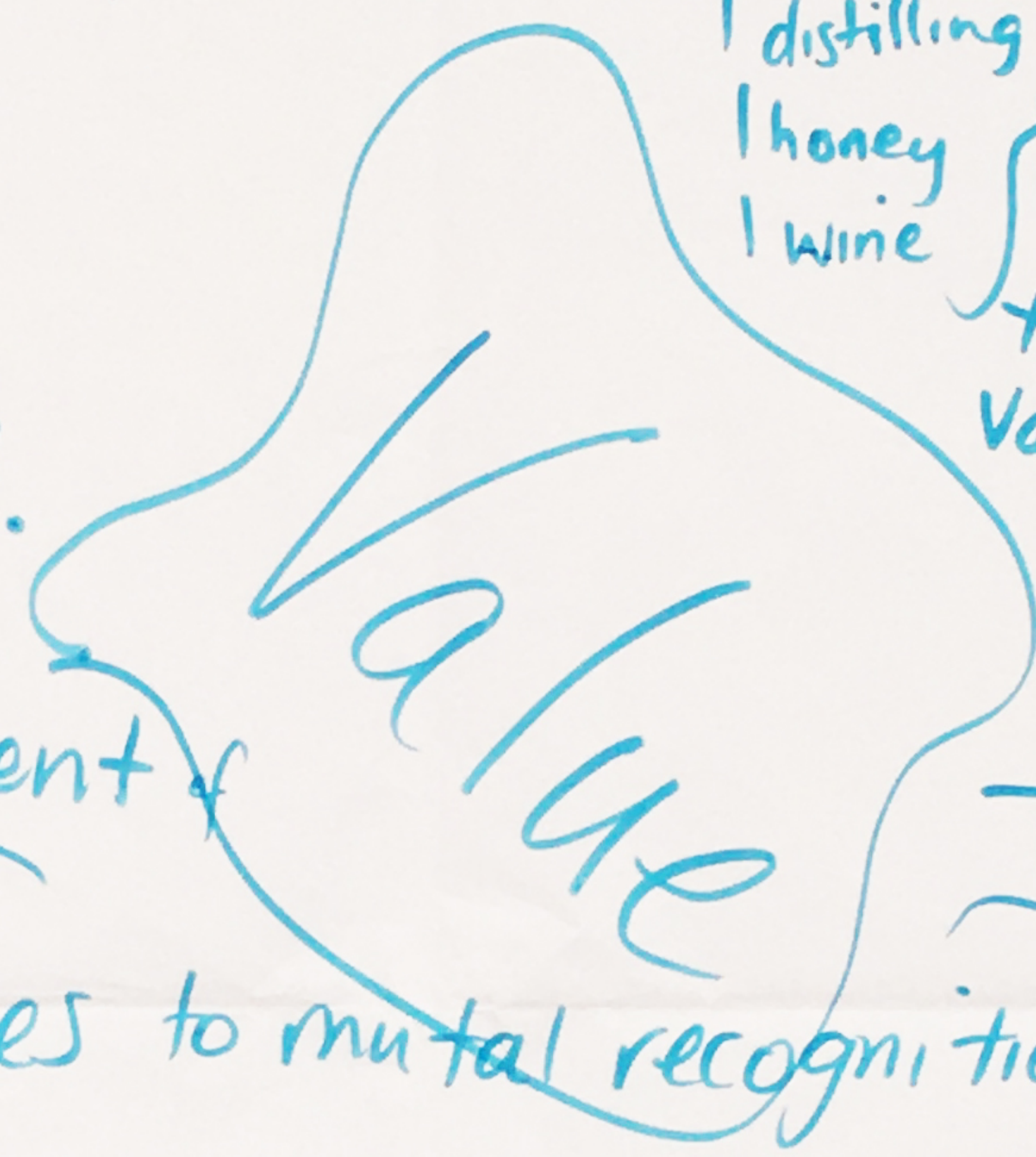
How to value workforce
Community programme to return value.

What are the equivalent industries?

- 1 distilling
 - 1 honey
 - 1 wine
- } ALL CONSUMABLES vs trees

Returning carbon value for generations

Policy to promote use of wood.



The Moment

The Linchpins

Removing the blockages to mutual recognition of value.

RUSSIE SPACE

PLANNED

CAMPAIGN w/ STAGES

Cultural & non-\$\$\$ based Value

Non-profits process the asset

Wellbeing Connections = Value Social

the story, passing on the message from tree to final product.

P.R. Value

Broker role to liaise & engage

engage the decision-makers

make it easy for gov. to say yes

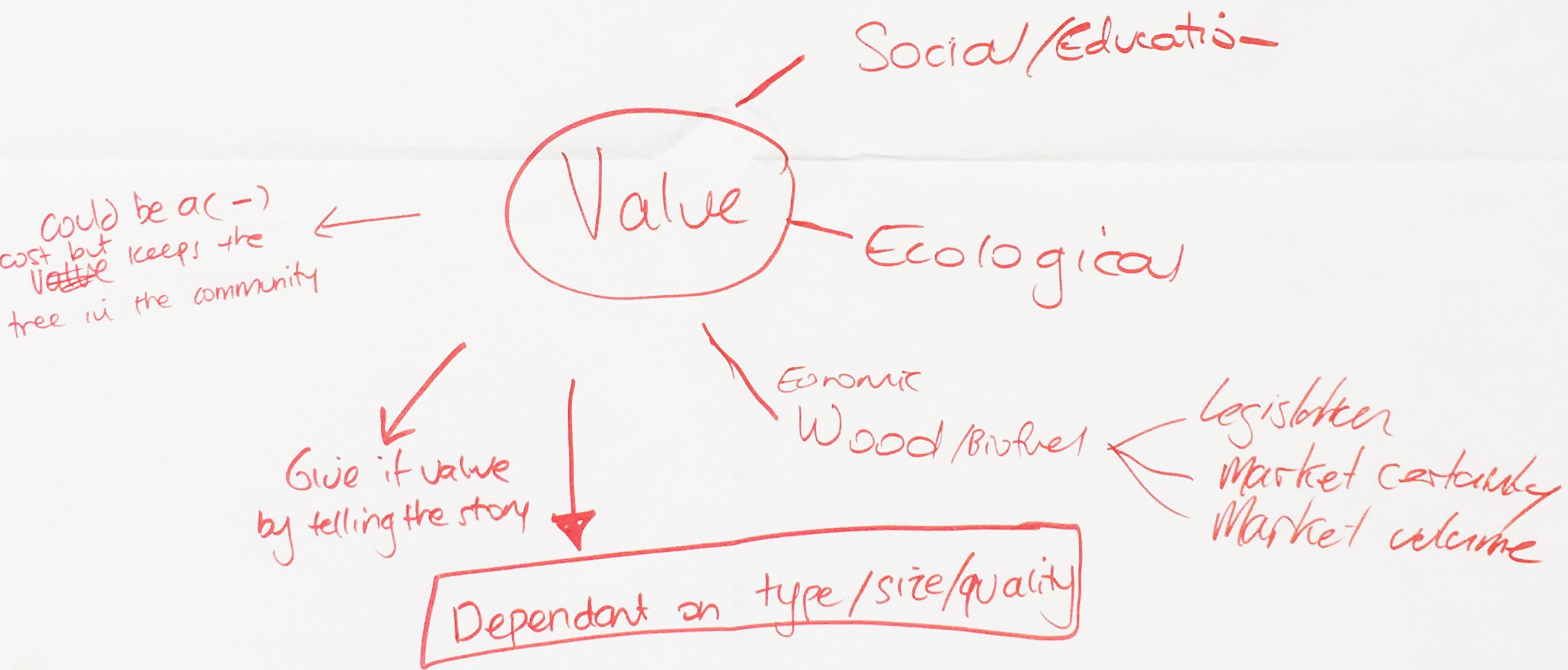
Value & Market To test

"Weekend Sale"

"Auction"

"Pilot/Experiment"

(Firewood buyers?) (Scrap scrappers for weeks?)



- Need to make tree removal less of a liability for the government + more benefit to the community, whilst making an industry.

- Need a good system to separate timber to go to different uses

- How does the process work? Tender? But can't have a guaranteed supply

Local Grown, Local Made

- ⊕ Good to keep emphasis on bespoke/artisan market because not reliable supply or commercial quantities (can't be relied upon)
- ⊕ Set up local gang to harvest/mill (present logs to saleable timber)
 - timber yard (rather than log dump)
- ⊕ Urban tree removal should focus on trees with useful/marketable future use post-death
- ⊕ 3 models; buy logs and mill ^{spec.} mill for ACT ^{contract}, harvest/mill for "boutique mill" market (value added)
- ⊕ include contractors (all 3) in planning (including plant + equipment)
- ⊕ follow specifications to prepare timber and also to client request ↳ crane + truck etc
- ⊕ Difference to Commercial Forestry → cost of felling already Budgetted / Spent, irrespective of end use.
- ⊕ Quantity European ^{timber} Trees - no ~~log~~ longer available in Europe.
- ⊕ Developing or linking into existing events - DESIGN CANBERRA or like

⊕ LESSONS FROM TASMANIA
↳ high value specialty products / boutique

↳ MARKETING

⊕ IDENTIFY ALL MARKETS

↳ HIGH END

↳ FIT OUT / ~~ARCH~~ ARCHITECTURAL DECORATIVE

↳ PALLET STOCK

↳ LANDSCAPING etc.

⊕ GOVT SPECIFICATIONS - REQUIRE USE IN NEW WORKS

⊕ VALUE ADD - PROVENANCE (HISTORY)