

# Stakeholder Engagement Strategy

## Stakeholder Feedback

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### Background

VicForests engaged GHD-Reputation Quest to develop a Stakeholder Engagement Strategy. The key outputs of the Strategy include the development of a Stakeholder Management System (which will form part of VicForests' Sustainable Forest Management System) and the development of a reputation risk and issues management framework. As part of the development of the Strategy the company undertook interviews with 15 key stakeholders, representing a broad range of external interests.

Stakeholder interviews aim to elicit detailed information and opinions on an issue through wide-ranging discussion rather than specific questioning. Stakeholder interviews provide a broad overview of the interviewees' opinions about a specific topic that may reveal hidden concerns or ideas that would not be expressed in response to a set number of specific questions.

The interview process surfaced some key issues for VicForests to consider.

### Summary

The main high level finding emerging from the process was that there are varying levels of acknowledgement of the significant achievements of VicForests in pushing through significant industry reforms in a short space of time. All government stakeholders interviewed recognised the amount achieved by VicForests. There was some discrepancy in the endorsement of the perceived 'hardline' approach taken to implementing these reforms.

### Stakeholders Interviewed

- Victorian Association of Forest Industries
- Australian Conservation Foundation
- Drouin West Timber
- WWF Australia
- Victorian Forest Harvest and Cartage Council
- Minister for Agriculture
- Department of Primary Industries
- Neville Smith Timber Industries
- Timber Communities Australia
- Department of Sustainability and Environment
- Department of Treasury and Finance