



FOREST INDUSTRIES RELEASE CAREERS DVD

Media Release

05.05.06

The Southern Wood Council took an opportunity at the recent Forest Industry Training Presentation to launch its DVD – *the Faces of Forestry*.

The DVD is an integral part of a Southern Wood Council resource kit to assist teachers, careers advisors, students and parents to gain a wider understanding of the career opportunities available within the forest industries.

Focused on Otago and Southland, the DVD presents a number of people telling a little about what they do, their earning potential, qualifications, and the school subjects that have added value to their careers.

“Surveys taken across our industry over recent years have highlighted the need for us to look at ways to develop a wider understanding of our industry and the breadth of careers available within it,” said Southern Wood Council chairman, Matthew Hitchings.

“We wanted a resource that was very real, presenting our people in an every day way and we believe we have achieved that goal.

“The forest industries have evolved to be highly mechanized and technologically advanced and there is a wide range of career opportunities out there in a variety of fields such as engineering, science, technology and marketing.

“In 12 minutes, the DVD provides a resource for students selecting subjects at school or embarking on their career choices. Feedback from the industry and students who have seen the DVD has been fantastic and we are pleased to be able to provide this type of resource.”

Production of the DVD was made possible with assistance from the Southern Institute of Technology's Faculty of New Media and the Arts.

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Key facts:

- The industry employs 2443 people in the southern region (Southland, Otago and South Canterbury).
- Since 1990 the volume of wood harvested has doubled to reach over 1.5m cubic metres and generated \$264 million in 2003.
- The Southern Wood Council was established in 2001 to promote, encourage and co-ordinate the sustainable economic development of the forestry products industry in Otago and Southland.
- The Southern Wood Council members include all major forestry companies, saw mills and wood processors and local body council representatives and port authorities.
- This is one of several initiatives being undertaken by the Southern Wood Council to enhance the profile and understanding of the industry regionally.

For further information contact:

www.southernwoodcouncil.co.nz

Southern Wood Council

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