

August 11, 2009

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## Future of Forestry Task Force Announced

What began as a vision for community change through the leadership of forest industry expertise has culminated in the city's affirmation of a Future of Forestry Task Force, with a clear mandate for a vibrant coastal forest industry.

*"Campbell River is the Centre for the Coastal Forest Industry in BC" states Mayor Charlie Cornfield "It is the wealth of our forests that made the province of BC, it is our history, our culture and will continue to be a driving economic force for our future"*

The framework for the Our Future of Forestry Task Force was based on meetings held between the City Of Campbell River, forest industry experts, Rivercorp and the Chamber of Commerce that commenced in March 2009. Through the process, key industry and community strengths were identified noting Campbell River has the highest percentage of coastal forest industry operations administered locally.

In addition, Campbell River is the centre access point for experienced labour, forest industry contractors and expertise including business service and support for the coastal forest industry. For those reasons and the significant transition both within the forest industry and our community, the development of a visionary forestry strategy for our community is key to Campbell River's sustainability.

The committee transitioned to an official Task Force, confirmed at the City of Campbell River council meeting held Tuesday, August 11, 2009. The following members were appointed to the new Task Force:

Bruce McKerricher	Marcel Rivard
Justin Rigsby	Ron Todd
Nigel Ross	Rod Visser
D'Arcy de Hart	George Stuart
George Lambert	Colleen Evans
Council Liaison – Councillor Ziggy Stewart	

*"It has been exciting assembling and working with this group" said Councillor Ziggy Stewart, who chaired the Committee meetings "This group is dedicated to realizing the Future of Forestry in Campbell River and I look forward to working with this motivating Task Force in future."*

*"The answers to these tough economic times lay within our communities" comments Cornfield. "Our community is prepared and ready to move forward with creative solutions to overcome the challenges pressed upon us and our forest industry and we look forward to measurable impact towards this from the actions of the Future of Forestry Task Force."*

The election of a Task Force Chair and developing an action plan are some of the next steps that the task force will undertake when they meet in September.

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Contact:

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## **Backgrounder Future of Forestry Committee**

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The Future of Forestry Committee has developed the following Vision, Mission and Goal statements as the foundation for moving forward:

### **Our Vision**

To have a vibrant forest industry built on community support, knowledge, innovation and sustainability.

### **Our Mission**

Through leadership and education, Campbell River will be recognized internationally as the centre of excellence for British Columbia's coastal forest industry.

### **Our Goals**

- Goal 1: To profile, promote, inform and educate on the value of the coastal forest industry in Campbell River
- Goal 2: To support a business enabling environment that will enhance and retain existing business and attract new forest industry capital to Campbell River.
- Goal 3: To support the establishment of a coastal forest industry Centre for Excellence facility in Campbell River.
- Goal 4: To provide advice and influence re: coastal forest industry policy
- Goal 5: To encourage and support facilitation of coast forest industry events and professional development initiatives to be held in Campbell River