



Our Mission

Our mission is to manage the plantation estate in a safe and sustainable way to optimise the return to our investors, whilst balancing the needs of our employees, customers and local communities.

Our Vision

Safety – Zero Harm

Continually invest in and care about our people

Provide attractive long term returns for our investors

Respect our communities and they value us

Improve our business through new technology and innovation

Our Values

Integrity – We do the right thing when no-one is watching

Respect – we respect our people, stakeholders and the environment

Commercial and customer-focussed – We make every tree count

Responsible and accountable – We take ownership of decisions

Innovation – We will do things better tomorrow than we did today



OUR STORY

HVP Plantations is one of Australia's largest private plantation companies, producing wood for sawn timber, fibre board products, pulp and paper to a diverse range of predominantly local manufacturers and other customers in Asia.

When you look at successful organisations they are all clear about their mission (their purpose), vision (what they want to achieve) and values (the principles they will follow to do it). Everyone knows where they are headed and how they will get there. We wanted that for HVP.

So we asked our staff to tell us: what is HVP all about? Where are we headed? And what are the guiding values and codes of conduct we will need to get us there? How can we become the company of choice for employees, customers, investors, suppliers and the communities where we operate?

Our people participated in workshops, completed surveys and discussed the way we want to behave. We used this guidance to create a mission, vision and values for HVP Plantations.

During the process, we discovered the adage, "we do the right thing when no one is watching" and it resonated. It's a great insight – and it's a true reflection of the role of the Australian forester. Our staff are passionate about what we do. We are conservationists. We love forests, we live in forests, and we depend on a healthy, sustainable environment to work, earn and live.

Yet, misconceptions remain. We understand that we need to get better at telling our story of economic growth and community support. We are leaders in protecting the Strzelecki Koala; in rehabilitating waterways and protecting rare and threatened species. As an AFS and FSC® certified business, we minimise our impact and enhance our environment.

We all profit from the 165,000 ha of pine and eucalypt plantations we manage. Of course we do. We employ more than 800 staff and contractors, and supply more than three million tonnes of wood annually to manufacturing industries. As an economic engine for regional Victoria, South Australia and southern NSW, we need to be profitable – and this challenge grows as costs rise and customers compete in an increasingly globalised market.

All this creates a shared ethos, and a passion for sustainable and profitable forestry, whether our people are in Ballarat, Benalla, Churchill and Gelliondale, Mt Gambier, Myrtleford and Shelley, or Melbourne.

Between community, sustainable forest management and profitability, it is our role as foresters to create **balance**. Balancing our commitment to local communities, the thousands we indirectly and directly employ and the expectations of investors who are focused not only on financial returns, but also the way those returns are generated.

In other words, we must "manage the plantation estate in a safe and sustainable way to optimise the return to our investors whilst balancing the needs of our employees, customers and local communities." That is our mission. This is nothing new for foresters. Getting the balance right is what we always strive for.

The key for HVP Plantations is to agree on how we do it. This is where our shared vision and values become critical to our success.

It starts with our people. Our people are a key to our success. We must keep them **safe** and strive towards our commitment of zero harm, and then build on this baseline measure, **investing in their career paths and caring for them** personally to encourage continuous improvement in safety, environmental and investment performance.

We must retain **a commercial and customer focus**, and **provide attractive long term returns for our investors** to maintain the balance at the core of our mission.

This means **making every tree count** through **new technology and relentless innovation**, optimising yields and quality of our logs for structural sawn timber and fibre board products, and our pulp and paper customers.

We will also continually enhance our forest stewardship and environmental management systems to protect our environment as well as **the communities** where our people work and live.

It's about being a good neighbour, respecting all our stakeholders while delivering a return. We need to **take ownership of decisions, do things better tomorrow than we did today**, and most importantly, **do the right thing when no one is watching**.

That is how our foresters, and our entire company, will deliver on our mission to manage our plantation estate safely and sustainably, balancing the needs of investors, customers, employees and the community.