

# THE TRUCK LOGGERS ASSOCIATION

STRATEGIC PLAN | 2018-2020

A Strong and Unifying Voice for BC's Forest Community



## Making It Work - Strategically

Since 1943, the Truck Loggers Association (TLA) has provided strong leadership to its membership-driven organization by tirelessly advocating for proper forest management and opposing corporate and state monopolies across British Columbia.

Our mission is to promote the viability of TLA members, their families and communities, which we will achieve by continuing to provide a unified voice in the forest industry, promoting contractor sustainability, and fostering successful relationships that support our vision.

The TLA believes that a strong and sustainable working forest will generate long-term prosperity for the people of British Columbia, and that it be shared equitably amongst those who work in our forests.

This belief is the central motivating factor for our efforts, especially as the prosperity that recent all-time record high pricing in lumber markets has not been shared through the supply chain. More than 90 per cent of timber harvesting in British Columbia is

conducted by independent timber harvesting contractors. Today, the success of BC's forest industry in generating \$14 billion in international revenues and 140,000 jobs is threatened. Contractors who harvest and deliver timber to sawmills and

pulp mills continue to be frustrated over the lack of a fair timber harvesting services market. If they can't be financially viable, then they will, and are, leaving the industry.

In January 2018, at TLA's 75th annual Convention and Trade Show, Premier Horgan expressed his support for forestry and logging contractors, while also sharing his opinion that

the current forest policy is "not working for [contractors]. It's not working for communities and it's not working for the province." His desire is to "reconnect the social license that existed over the decades in British Columbia to your industry going forward."

The TLA seeks solutions in support of the Premier in addressing our mutual concerns while ensuring the interests of our membership are maintained.



**Our top priority is working with government, contractors and licensees to implement the resulting recommendations proposed in the Contractor Sustainability Review.**

Our membership continues to grow, which signals the industry's increased need for an even more unified voice. An increased membership also strengthens our voice across the Province, from Campbell River to Prince George.

We are committed to serving our membership in the 140 communities we support by building on past successes and ensuring our voice is even stronger than it is today.

**Mike Richardson, TLA President**  
Tsbass Construction Ltd.



*Our strength is in our roots.*



## Values

The TLA believes that a strong and sustainable working forest will generate long-term prosperity for the people of British Columbia, and that the people who work in our forests must share in this prosperity.



## Vision

To Be the Strong and Unifying Voice for BC's Forest Community



## Who We Are

The Truck Loggers Association is an influential voice in the forest industry on behalf of its 500 member companies across BC. Celebrating 75 years of advocacy, the TLA was formed to give independent loggers a collective voice in the changes taking place in society and the forest industry, as well as to share information about newly developing logging machines, methods, and technology. The TLA now represents independent timber harvesting contractors, phase contractors, market loggers, independent sawmills, industry suppliers and forest resource dependent communities.



## Strategic Priorities

The TLA's strategic priorities consider forward-looking analysis of the industry, and are focused on contractor issues and ensuring our advocacy efforts lead to required results.

### Provide Member Value

As an intrinsic part of the 500 community-based businesses that work and live in 140 communities province-wide, the TLA is a trusted voice that provides leadership by actively engaging with industry and civic leaders and the provincial government to ensure the timber harvesting sector's needs are understood and communities are heard.

### Promote Contractor Sustainability

Far too many contractors do not earn a sufficient return for their business, with many leaving the industry or downsizing their operations. This is a problem because timber harvesting contractors are the economic backbone of many rural communities. With the fair sharing of profits between forestry companies and contractors, BC's communities benefit from a more stable industry, one that remains a key economic driver of the province.

The main advocacy effort to address viability of contractors is contained within the now-complete Contractor Sustainability Review. The Review has produced 13 recommendations for which the TLA will now seek implementation of with a sense of urgency.

The TLA was founded on the concept of promoting sustainable forest management, as it is the place where our members operate their businesses. We fight for the protection of the working forest by raising awareness of the benefits of our green, renewable, natural forest resource and how we ensure its sustainability.

### Support Relationships with First Nations

The TLA believes strong, positive and lasting relationships with First Nations will support local communities and help attract First Nations youth to the industry. Now and into the future, First Nations are an important part of the TLA as both members and partners in all aspects of our forest economy.

The TLA seeks innovative ways to foster relationships between contractors and First Nations, to bring First Nations perspectives to the forefront and contribute to the capacity building of First Nations communities.

# Achieving Contractor Sustainability in BC

On May 18, 2018, the Ministry of Forests, Lands, Natural Resource Operations and Rural Development announced its recommendations following the Contractor Sustainability Review (CSR).

The TLA is confident the long-awaited CSR captured the concerns of independent timber harvesting contractors from across the Province. It validated there are problems in the relationships between contractors and licensees and confirms the declining profitability of contractors.

The resulting recommendations addressed the majority of the issues that the TLA has been raising for years with government. When implemented, they will improve contractors' ability to negotiate contracts that we expect will ensure their businesses earn a fair rate of return. Fundamentally, they will create the conditions for those who work in the forest to share in the prosperity that our forest resource generates.

Financially sustainable contractors positively impact employment, local businesses and population, including ongoing support for community building projects for future generations.

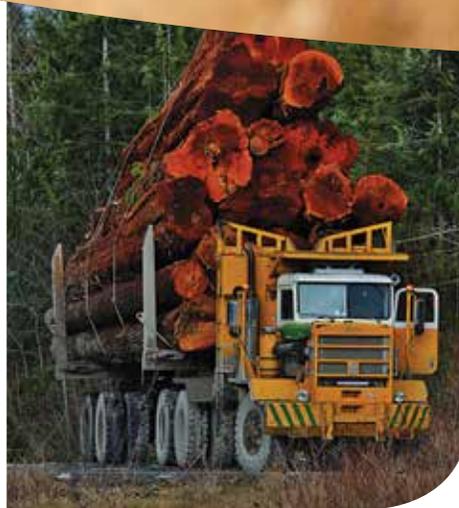
It is imperative now, more than ever, that the TLA strongly advocate for the government to implement the recommendations with a sense of urgency to drive improved competitiveness for the entire industry while ensuring the sustainability of contractors' province-wide.

## Provide Solutions for the Acute Skilled Labour Shortage

The timber harvesting sector is in the midst of an acute shortage of skilled workers to operate logging trucks and heavy equipment. Today, activity is being curtailed due to this shortage.

The TLA supports the development of provincial recruitment and training initiatives designed specifically for the unique needs of timber harvesting contractors. The many skills of timber harvesting are best learned on-the-job, in the woods, and cannot be taught in a classroom. The TLA proposes implementation of financial support for contractors to conduct training through a tax credit.

TLA is committed to raising awareness about the importance of the forest industry and the benefits it has to offer as a career choice. In doing so, the TLA provides more than \$50,000 annually for scholarships to students in the trades and universities. Furthermore, the TLA supports introducing forestry education at the secondary school level to the next generation.



## Inform Contractor Perspective on Safety Management

Working closely with the BC Forest Safety Council and WorkSafeBC, the TLA is committed to increasing safety levels by sharing in the strategic direction for prevention activities in harvesting and related operations and increasing awareness of safety-related issues.

The TLA supports Helicopter Emergency Medical Services (HEMS) initiatives to raise the level of emergency medical support for injured workers and remote rural communities.

## Promote Fair, Competitive and Efficient Timber Markets and Market Systems

The TLA attempts to promote a balanced perspective on the topic of log exports. We recognize the success of many of our members' harvesting activities requires access to international markets (including small First Nations tenures) and on the other hand, domestic manufacturers, particularly those that are without tenure, need fair access to fibre. The TLA advocates for greater understanding of the issue, given our fundamental belief that control of the timber supply by too few is a large part of the problem.

Accessing the under-harvest of the allowable annual cut (AAC) is one way to resolve tensions in timber supply. Provincially, The TLA seeks ways to maximize the AAC through government policies and providing guidance for an effectively operating BC Timber Sales program.

## About TLA Members

The TLA's membership of 500+ companies in the timber harvesting sector is unique from major forestry companies because of our grassroots connection to rural communities.

TLA members know that a healthy forest equates to jobs and economic growth. We are dedicated to responsible harvesting and sustainable forest management practices to ensure British Columbia's fish and wildlife, forests, watersheds and outdoor recreation can coexist in a diverse and vibrant ecosystem.

TLA member companies share a commitment to promote a healthy, working and sustainable forest industry and to foster communication and education within communities and government for the benefit of all British Columbians.

Forestry is the only truly renewable and sustainable resource. In some areas, we are now harvesting the third generation of reforested trees



Companies are required by law to grow a new, healthy forest after harvesting

200

million trees

are planted annually in BC, or about three seedlings for every tree harvested

The TLA represents more than

500  
member companies

in the timber harvesting sector who live and work in BC's

140  
communities

Provincially, there are

140,000  
total jobs

in the forest sector

Forestry is the backbone of rural BC, supporting

40%

of the province's regional economies

There are more than

7,000  
job openings

projected in coastal and interior forestry and logging operations

## Forestryfacts

### TLA Board of Directors

Jacqui Beban

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George Lambert

Tim Lloyd

Brian Mulvihill

Dave McNaught

Bill Nelson

Clint Parcher

Mark Ponting

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Aaron Service

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Courtenay



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