



CRAFTING THE FUTURE

CONFERENCE 2025



18–20 September 2025 | Energy Events Centre, Rotorua

Join Master Joiners in Rotorua for three extraordinary days of insight, inspiration, innovation—and celebration. “Crafting the Future” brings together thought leaders, industry experts, and skilled craftsmen to explore the evolving landscape of joinery, timber technology, and business excellence.

THURSDAY SEPTEMBER 18TH

12.00pm

Registration Opens

Level 3, Energy Events Centre

1.00pm – 2.30pm

Tour of AstroPine – Innovation in Timber

Sponsored by:



Location: AstroPine, Rotorua

Kick off the conference with an exclusive guided tour of AstroPine, one of Rotorua’s leading producers of engineered timber solutions.

Astro Pine specializes in the manufacture and supply of quality mouldings and dressed wood products. Our product range encompasses JMF profiles, Exterior joinery profiles, dressed boards, door jambs, panels, external cladding, and window liners.

Renowned for their commitment to sustainability and precision manufacturing, Astro Pine plays a critical role in finger-jointed timber, and treated pine products for both residential and commercial construction across New Zealand.

You’ll get a close-up look at their cutting-edge processing facilities, integrated quality systems, and innovative product development in action. Learn how they combine raw material optimisation with environmental responsibility to meet the evolving needs of the timber and construction sectors.

Enjoy a bite to eat onsite as part of the tour—network with fellow joiners while sampling local flavours.

This is a fantastic opportunity to explore real-world innovation at work and draw inspiration from a business at the forefront of timber technology

3.00pm – 5:00pm

Master Joiners Assembly

Two sessions dedicated to thought-provoking and practical conversations:

MJ Assembly One – “What should be included in the Master Joiners’ standards?”

MJ Assembly Two – “How Joinery Conducts Business: What’s Causing Change?”

Open conversations at the Assembly will help inform and shape the positioning of best practice and national joinery standards. This is your opportunity to engage in meaningful dialogue that supports a stronger, more unified approach to industry-led self-regulation. Joinery professionals are encouraged to participate and lead—before regulation leads joinery!

5:15pm

Buses Depart for Scion

5:30pm – 9:00pm

The Gathering at Scion

Sponsored by:



Join us for an inspiring evening at Scion, New Zealand’s leading Crown Research Institute focused on forest science, bioproducts, and innovation in timber and bio-based materials. Located in Rotorua’s picturesque forest setting, Scion plays a pivotal role in advancing sustainable forestry and timber-based innovation for New Zealand’s construction and manufacturing sectors.

This year’s Gathering features a guided tour of Scion’s cutting-edge facilities, followed by an informal Q&A session with Henri Bailleres and the Scion team. Dive into the future of timber with engaging insights on research, product development, and sustainability directly from those driving progress in the industry.

Enjoy refreshments and networking in a relaxed atmosphere as we kick off the conference with meaningful connections and future-focused conversation.

FRIDAY SEPTEMBER 19TH

A Day of Innovation, Inspiration & Learning

8.00am **Breakfast in the trades**

9.00am - 9.10am **Opening Address**
Presented by the National President

9.00am **Partners Programme**
Wai Ariki Spa: Restorative Journey Experience
Unique in the world, this multi-sensory wellness experience blends cultural commentary with the healing elements of geothermal heat, water, mud, and steam. Purposefully curated to relax and rejuvenate mind, body, and spirit, this 7-step therapeutic journey draws on the centuries-old legacy of Ngāti Whakaue practices and culture, including:

High Tea at Prince's Gate Hotel
All participants in the Partner's Programme will conclude their morning experience with a beautiful High Tea at the historic Prince's Gate Hotel.

9.10am **Keynote Presentation: Bruce Poling – The Joinery Coach**
Breaking Through the Ceiling: Finding the Elusive Next Level in Business"
This presentation explores why many joinery and cabinet-making businesses plateau and struggle to grow beyond their current level. The issue isn't a lack of tools, software, or bigger premises—it's a gap in understanding how to maximise what you already have.

We'll dive into the nine key internal drivers that determine how well your business flows and performs. You'll gain clarity on which of these are working, which are holding you back, and what needs to change to reach the next level.

Participants will also be invited to complete a business assessment to identify gaps and opportunities for growth. The aim is to create a business that flows—where progress feels natural and the pressure on the owner is reduced.



10.00am **Morning Tea Break**
Recharge with refreshments and informal chats before heading into the final thought-provoking session of the day.

10.25am **Innovation in Timber Research**
Henri Bailleres – Scion:
Henri Bailleres brings a wealth of global expertise in timber innovation, shaped by a lifelong passion for trees that began in the forests of southwest France. With a PhD in wood science and a career spanning Europe, Australia, and beyond, Henri has led transformative research in engineered wood, forest product innovation, and sustainable manufacturing. His experience includes over a decade directing research teams in Australia and a leadership role at one of the country's largest wood processing firms. Now General Manager for Forests to Timber Products at Scion, Henri champions research that supports the transition to a circular economy and delivers practical value across the forestry and timber sectors.

11.00am **Innergy on Managing General Contractors**



Innergy leads an essential conversation on the challenges of working with general contractors, offering practical tools for improving collaboration and reducing project friction.

12.00pm **Lunch Break**

FRIDAY SEPTEMBER 19TH

A Day of Innovation, Inspiration & Learning

1:00 PM – 3:00 PM

Breakout Workshop Streams

Brought to you by The Joinery Coach team, choose from interactive sessions across two time blocks: These sessions are ideal for production teams. Bring your team along to gain clarity on what effective leadership and streamlined processes look like (Know), understand the power of communication and systems in action (Feel), and walk away ready to implement proven strategies for performance and profitability (Do).

Effective Communication through the PAC Model

In this workshop, Carol will help you unpack how to effectively communicate with your team through the PAC (Parent-Adult-Child) model.

At the end of this workshop, you will be able to recognise your communicative style and respond to your team members more constructively. You will be able to utilise PAC in your day to day to reduce misunderstandings, minimize emotional reactivity and foster a culture of accountability.

Getting Lean with The Joinery Coach: Collaborative Problem Solving

In this workshop we you will be hands-on in a manufacturing simulation that will demonstrate how to create improved FLOW in your factory today and the results.

The goal of this workshop is to show you how easy it reduce the average time it takes to build a job, spot mistakes, improve your quality and produce a perfect product in much less time

Best Ways to Market and Attract A-Grade Leads

In this workshop Bruce will run through the best ways to market your joinery business through considered content strategy & micro campaigns.

At the end of the workshop you will be able to audit & analyse your current marketing strategy and implement tried & tested strategies to attract your A-Grade client.

Hands-on learning, collaboration and practical takeaways are at the heart of these breakout sessions.

3:00pm

Afternoon Tea Break

Recharge with refreshments and informal chats before heading into the final thought-provoking session of the day.

3:20pm

Panel Discussion

The Future of Craftsmanship: Balancing Tradition and Innovation

This panel discussion provides delegates with the opportunity to explore what is shaping joinery as a craft and a profession, as well as how innovation is driving the evolution of joinery from a craft and trade to a technically specialist profession. All delegates are welcome to be a part of this discussion. Panellists to be confirmed.

4:00pm

Closing Address

National President

5:30pm

Buses Depart for Skyline Rotorua

6:00pm

The Skyline Quiz Night

Set against the breathtaking backdrop of Rotorua, Skyline Rotorua offers panoramic views, a vibrant atmosphere, and a world-class dining experience. Enjoy a delicious buffet dinner featuring local flavours and seasonal fare, complemented by fine New Zealand wines and craft beers.

After dinner, put your knowledge to the test with the renowned Rotorua-based professional quiz team Believe It Or Not. Known for their engaging, high-energy trivia events, they'll lead us through a fun and challenging evening of entertainment, prizes, and laughs.

It's the perfect way to unwind, bond with fellow attendees, and cap off a day full of learning and inspiration.



SATURDAY SEPTEMBER 20TH

8.00am **Breakfast in the trades**

9.00am **Guest Speaker – Tess von Dadelszen**

Tess von Dadelszen is a highly experienced employment lawyer who works closely with both employers and employees across all areas of workplace law. Known for her warm, down-to-earth approach, Tess provides clear, practical advice to help clients navigate challenges like performance management, disciplinary issues, absenteeism, restructures, and breaches of contract.

Tess is genuinely curious about the people and businesses she works with—she’s even been known to turn up in a high-vis jacket and steel-capped boots to gain a deeper understanding of her clients’ workplaces. Her grounded style, ability to speak in plain language (yes terms you will understand) and ability to grasp nuanced information quickly make her a trusted and approachable advisor. She also shares her expertise through seminars and management training, supporting organisations to build strong, confident employment practices.

Tess joins us to raise awareness of some changes occurring in the employment law landscape and share some ‘don’t do that’ stories and frankly, she will inspire you to want to hear more!

10:30

Choose Your Adventure!

Prior registration for activities is essential—no exceptions.

Tailor your day with one of four unforgettable Rotorua experiences:

Treewalk Experience, Hot Tubs and Mountain Biking: An epic day that blends adventure, nature, and relaxation. Begin with the breathtaking Redwoods Treewalk, suspended high above the forest floor among towering 75-metre-tall redwoods. Then head to Secret Spot for lunch, followed by a guided mountain biking tour through world-class Rotorua trails. Finish the day soaking in the soothing Secret Spot Hot Tubs, surrounded by native bush.

Cheers to the Craft: A thrilling day that combines the best of adventure and indulgence. Start with an adrenaline-pumping Grade 5 white water rafting experience on the Kaituna River, followed by a scenic ziplining tour through Rotorua’s native forest canopy. After the action, wind down at the Okere Falls Café, renowned for its award-winning food and one of New Zealand’s largest craft beer selections.

Full Throttle: Buckle up for a high-energy experience that puts you in the driver’s seat—literally. This action-packed adventure includes a 4WD Bush Safari, Raceline Karting (10-minute Arrive & Drive), and an unforgettable Monster 4X4 Thrill Ride. Sharpen your aim with Claybird Shooting (5 clays per person) and test your skills at Archery (5 arrows per person). A perfect mix of speed, precision, and adrenaline.

Jet & Taste: Experience the thrill of speed and the flavour of craft. Begin with a high-powered Katoa jetboat ride across Lake Rotorua, reaching speeds up to 85 km/h and featuring exhilarating 360° spins. Along the way, discover iconic landmarks and hear the stories that shape Rotorua’s deep cultural heritage. After the ride, unwind with a craft beer tasting session at one of the region’s top local venues.

Nature Escape: Take to the skies with a spectacular floatplane adventure over Rotorua’s stunning Lakes District. This unforgettable flight offers panoramic views of Mount Tarawera, the site of New Zealand’s largest eruption in living memory, and the dramatic volcanic rift line it left behind. Continue over the Waimangu Volcanic Valley, the world’s youngest geothermal park, where you’ll see steaming cliffs, vibrant mineral pools, and geysers from above. Led by an experienced local pilot-guide, this journey combines history, culture, and raw natural beauty—along with the thrill of taking off and landing on water at Rotorua’s city lakefront.

6.00pm

Annual Excellence Awards Dinner Celebration Saturday Evening – Location: Te Puia

This is the moment we’ve all been waiting for.

Set at **Te Puia**, this year’s awards dinner promises an unforgettable evening in one of Rotorua’s most iconic cultural venues. Nestled in the geothermal valley and home to the New Zealand Māori Arts and Crafts Institute, Te Puia offers a unique blend of dramatic landscapes, steaming geysers, and rich cultural heritage. The venue’s architecture, cuisine, and ambiance create a truly immersive experience that celebrates excellence and tradition—making it the perfect stage to honour the industry’s finest. Join MC **Greg Ward** and dance the night away with live music after a night of recognition and celebration.

The **Supreme Award** and **Premier Awards** will be announced at the conclusion of the ceremony.

This evening is a separate and spectacular celebration of craftsmanship, creativity and excellence.

Register now to be part of the premier event for New Zealand’s joinery industry. Let’s craft the future—together.