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Over the last few years, the Green Building Council of Australia (GBCA) has been aligning our efforts with local and global megatrends – those gradual yet powerful trajectories of change that have the potential to disrupt companies, individuals and societies.

By working together, collaboratively we have advanced strategies for some of these megatrends. But in the case of others, like digital technology transformation, we are just beginning to grasp what lies ahead.

Our industry is responding to a number of forces including increased investor and shareholder expectations, social licence to operate and the UN’s sustainable development goals, all with the aim of transitioning to a low carbon future. The industry response has been to collaborate, commit to net zero, certify and report to global benchmarks such as GRESB.

The changes foreshadowed by many of these megatrends are, by and large, beyond our industry’s direct control. But that does not mean we cannot influence the way our industry responds.

With this in mind, the GBCA has reset our strategic direction for the next few years, so that we may continue to lead the sustainable transformation of Australia’s built environment.

We look forward to working with industry to deliver these ambitious targets from 2018 and beyond.

Romilly Madew
Chief Executive Officer
GBCA
Momentum is building. We’ve demonstrated world-leading performance in the commercial sector.

Now is the time to set the agenda for our residential industry and to confirm its position as a world leading performer by delivering zero carbon housing.

And now is the time for our governments to work collaboratively with industry to create systemic change, and at the same time, reduce household costs.

This is why the time is right for the Green Building Council of Australia to accelerate our efforts in the residential space, and why homes are one of four pillars – alongside carbon, social infrastructure and member value.

Consumer sentiment, investor demands, scientific evidence and pure pragmatism are propelling the property industry forward despite lack of coordinated national action on climate change or energy efficiency.

The GBCA’s board believes a commitment to, and the delivery of, net zero emissions in our industry will become a competitive advantage in the years ahead, which is why we’ve set an ambitious target: net zero new buildings by 2030 and existing buildings by 2050. Our Carbon Positive Roadmap, launched in June, charts this course.

We’re also zeroing in on infrastructure – as social infrastructure like transport hubs, hospitals, schools and sporting facilities are within Green Star’s influence, and infrastructure is responsible for nearly half of all Australia’s emissions.

Rod Fehring
Chair
GBCA
OUR FOCUS
Focus on Carbon:  
Driving decarbonisation in the built environment

Goal
All new buildings net zero by 2030 and existing buildings by 2050 in line with a 1.5C trajectory.

Collaborating
Working with our Carbon Positive Partners and our broader partnerships with the World Green Building Council, NABERS, C40, the Clean Energy Finance Corporation, Australian Sustainable Built Environment Council and the Property Council of Australia to support the decarbonisation of our built environment.

Advocating
Our advocacy efforts will aim to secure the adoption by governments of those policy priorities identified in our Carbon Positive Roadmap.

Measuring Success
- Number of members committing to the Net Zero Carbon Buildings Commitment through Green Star.
- Number of members with Net Zero Carbon Commitments.

Demonstrating a commitment to keep global warming below 1.5C will become a competitive advantage for industry leaders. Government support to achieving this goal will continue to ensure Australia’s competitiveness and attractiveness for investment.

GBCA, Carbon Positive Roadmap 2018
Focus on Homes: Developing a standard for homes

Goal
Develop and pilot a standard for better homes in Australia.

Collaborating
By working with our Future Homes Champions, building new partnerships and strengthening existing relationships with government land organisations, developers, volume builders and industry associations, we will work towards developing a common standard for future homes in Australia.

Advocating
Continuing our direct advocacy efforts for stronger minimum standards through the National Construction Code by 2022, and supporting the adoption of higher standards of sustainability in social housing.

Measuring Success
The adoption of the GBCA standard for homes by government and volume builders.

"The residential sector accounts for 57% of Australia’s built environment emissions. Great homes provide benefits for everyone; Australia needs a clear, unified vision for housing. Homes must be verified."

GBCA, Future Homes, 2018
Focus on Social Infrastructure: Increasing the adoption of Green Star

**Goal**
Government leadership through the increased adoption of Green Star and GBCA standards for social infrastructure.

**Collaborating**
Partnering with our government members, local, state and territory governments, working closely with our university members, investors and education providers to deliver value through the use of Green Star in social infrastructure projects.

**Advocating**
We will work in partnership with governments to help meet their needs, to measure the sustainability of assets, and understand the benefits of assuring sustainability across portfolios.

**Measuring Success**
Increasing Green Star registrations across social and transport infrastructure (transport hubs, hospitals, sporting facilities and schools) will reflect the value of sustainability assurance across government.

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Pursuing sustainable environmental outcomes and adapting to climate change are a core responsibility of infrastructure planners, owners and operators. This is a reality that has to be planned for. Infrastructure-related emissions account for approximately half of Australia’s total greenhouse gas inventory.

*Infrastructure Australia, Australian Infrastructure Audit, 2015*
Focus on Members: Understanding and responding to member needs

**Goal**
Collaborate with members in the delivery of our purpose.

**Collaborating**
With our extraordinary membership base, and in partnership with industry and peak associations like the Property Council of Australia and the Australian Sustainable Built Environment Council, to achieve better outcomes for the built environment.

**Advocating**
Enabling GBCA members to support our advocacy efforts directly, and better understand the positive policy changes effected by their support through GBCA membership.

**Measuring Success**
Meeting new targets for membership satisfaction, retention and growth supported by a comprehensive membership strategy across sectors.

Our membership reflects the diversity of Australian business with over 500 small-to-medium enterprises through to 80 companies with annual turnover of more than $100 million and 24 companies now listed in the ASX200, with a combined market capitalisation of more than $620 billion.

Members include major developers, professional services firms, banks, superannuation funds, product manufacturers, retailers and suppliers. We also have 89 local government, 23 state government departments and land organisations, and 22 university members.
OUR ENABLERS
Supported by standards:
Developing the next generation of Green Star and a standard for homes

Goal:
Raise and expand GBCA standards.

Collaborating
With the support provided by our sponsors we will continue to identify opportunities to deliver standards that work for our members, leveraging our relationships with GRESB, NABERs, the Property Council of Australia and ASBEC.

Advocating
Support Green Star outcomes through the adoption by governments of our policy priorities and recommendations supporting: better cities, social infrastructure delivery; energy reform and targeted regulatory intervention.

Measuring Success
• Our standards are adopted by our members and key stakeholders.

“Global megatrends are rapidly reshaping our industry and the built environment. In parallel Green Star must also evolve and adapt to meet our expectations of what a sustainable built environment should deliver.”

GBCA, Green Star Future Focus, 2018
Supported by research:
Demonstrating the benefits of delivering a more sustainable built environment

Goal:
Communicating the business case for the adoption of new measures of sustainability in the built environment.

Collaborating
Through our membership of the World Green Building Council, enduring relationships across universities, and industry, with the Property Council of Australia, through ASBEC, with our professional services members and as part of the Co-operative Research Centre Program.

Advocating
Build and communicate an evidence base for the delivery of this strategic plan with government and industry through collaborative research and effective marketing and communications.

Measuring Success
Consider and communicate the impact of our projects and thought leadership, including against benchmarks like the Sustainable Development Goals (SDGs).

"Voluntary, independently assessed green building certification programs like our Green Star ratings are supporting and driving market transformation. They are vital standards in helping investors understand and measure the metrics across the full spectrum of environmental, social and economic sustainability measures, increasingly influencing the value of buildings."

Romilly Madew, Chief Executive, GBCA, 2018
“Voluntary, independently assessed green building certification programs like our Green Star ratings are supporting and driving market transformation. They are vital standards in helping investors understand and measure the metrics across the full spectrum of environmental, social and economic sustainability measures, increasingly influencing the value of buildings.”

Romilly Madew, Chief Executive, GBCA, 2018

Supported by technology:
Improving our service capability, and use of data

Goal:
Transform our data into an asset, and upgrade our digital platform to improve staff and customer experience in the delivery of GBCA products and services.

Collaborating
We will work with leading products and services tailored to deliver optimal results for GBCA resources and stakeholders.

Measuring Success
Prioritising and enabling the delivery of our products and services through greater use of stakeholder relevant technology should deliver better reporting for our members, data-driven insights, reduced administration, and better communication supporting improved member satisfaction.

Supported by our brand:
Build the GBCA brand

“While the word “sustainability” may not be relevant for many prospective (residential) property buyers, the actual practice is still important. It’s how we talk about it and make it meaningful that makes the difference.

Frasers Property, Talking about sustainability, 2018

Goal:
The GBCA brand & Green Star certification trade mark are fit for purpose and position the organisation to deliver its purpose and strategic priorities.

Collaborating
Our brand partners will support detailed consultation across our membership and with our Marketing Advisory Committee to build and communicate the GBCA brand in line with our strategic priorities.

Measuring Success
Opportunities to continue to revise and refresh the GBCA brand suite and messaging will be progressed in line with stakeholder feedback and resources.
Supported by professional development:
Providing professionals with relevant skills & knowledge

Goal:
To be Australia’s leading provider of professional development in the area of sustainability for the built environment

Collaborating
We will continue to develop a market-relevant professional development program leveraging input from professional services consultancies, learning consultants, universities, and online providers.

Measuring Success
Increasing enrolments and delegates, positive attendee feedback and commitments to our program will evidence the relevance of our professional development program for our members, and in helping deliver our mission.

“The Green Building Council of Australia invites you to join us; to continue our shared leadership in the transformation of the built environment, and help shape the future of our industry.”

GBCA, TRANSFORM Conference, 2018
Get Involved

Build your sustainable profile
Support the GBCA in encouraging sustainable initiatives and practices within the built environment – you’ll position yourself as a sustainability leader and gain real opportunities to support the ongoing development of the sustainable building industry.

Contact: jeff.oatman@gbca.org.au for more information on becoming a GBCA Member

Sponsorship
We hold a number of events throughout the year that attract sustainability professionals and decision-makers alike – inspiring a sustainable change at all levels of the property industry. Additionally there are opportunities to sponsor one of the GBCA’s strategic projects.

Contact: lucy.harris@gbca.org.au for more information on becoming a GBCA Sponsor

National Strategic Sponsors

[Logos of FRASERS Property, Lendlease, and Stockland]
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