

PLANET: Drive a carbon positive industry

Around a quarter of our emissions come from our buildings. But we know these can be eliminated entirely by 2050, using technologies that exist today. To keep global warming to within the 1.5°C target outlined in the Paris Agreement, we must accelerate our industry beyond carbon zero.



Direction

An industry roadmap and new products will move the market towards a carbon positive economy.



Impact

We will identify and report on measures of success as we work to transform our industry.



Advocacy

We will focus on government procurement, raising minimum standards and removing barriers to sustainable utility infrastructure.



Products

Green Star updates and new products will address the challenges of the next decade as defined by the UN Sustainable Development Goals while creating much broader value for end users.



New ideas

New products, services and partnerships will accelerate industry leadership in health and wellbeing, resilience, inclusion and human rights, infrastructure, places, parks and more.



Cities

Our new cities policy platform will outline an industry-agreed definition of sustainable cities and the metrics necessary to measure them.

As the world signs up to the Paris Agreement, and begins to look to the United Nations' Sustainable Development Goals for guidance, the Green Building Council of Australia is ready to lead.

**Climate change. Urbanisation.
Technological innovation.
Health and wellbeing. Globalisation.**

These are just some of the global megatrends reshaping our industry.

We've developed a bold strategic plan that looks forward to 2030 and sets the industry on a transformational journey.

Our new vision is for healthy, resilient and positive places for people and the natural environment.

And our new purpose is to lead the sustainable transformation of the built environment.

INDUSTRY: Broaden market transformation

Sustainability is no longer a premium product. Achieving our vision means engaging the built environment sectors with the greatest potential for change, building a broader skills base and creating consumer demand for places where people can thrive.



Residential

We will develop a strategy to drive change in the challenging residential sector.



Technology

Customer-focused and user-friendly solutions will help our industry with reporting.



Education

A new GBCA Academy will help our industry expand its professional capabilities.

REGION: Increase regional activity

We have the world's most sustainable property market. In 2016, the Global Real Estate Sustainability Benchmark (GRESB) said Australia's property industry had continued its "unbroken streak of global leadership". It's time to share our expertise and take a proactive role to partner within our region.



Leadership

Our new regional strategy will increase the activity of the GBCA within the Asia Pacific region while expanding our connections with other global partners.



Partnerships

Expanding existing partnerships and building new ones will enhance and leverage the strategic objectives of both the GBCA, our members and our colleagues in the region.



Promotion

Our work with the World Green Building Council and other Asia Pacific GBCs will create opportunities to accelerate the pace of change in this significant geographical zone.

Are you ready to join us? Contact our Market Engagement team on (02) 8239 6200 to find out how you can play your part in our industry's transformational journey.