



MAKE **the** DIFFERENCE TODAY

by building the



HIA *GreenSmart*®

way





HIA GreenSmart®



HIA GreenSmart®



HIA GreenSmart®



HIA

is the

Housing Industry Association





22 offices

over 400 professional staff



LOCAL KNOWLEDGE & NATIONAL STRENGTH

Nationally over 49,000 active building professionals as members; approx 7,000 in Qld





HIA GreenSmart®



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HIA GreenSmart®



What is HIA GreenSmart?





HIA GreenSmart



HIA GreenSmart



HIA GreenSmart



An Industry Response

HIA GreenSmart is a voluntary, hands-on practical approach to building that focuses on educating builders, designers, product manufacturers and consumers about the benefits of an environmentally responsible approach to business.

As an industry-driven initiative, it encourages the broad adoption of environmental principles in the construction of today's housing.



History of HIA GreenSmart

- Commenced over 10 years ago
- GreenSmart was developed by the HIA with assistance from:
 - Environment Australia
 - Australian Greenhouse Office
 - Industry Partners
- GreenSmart is an HIA registered brand for sustainable development in the housing industry.



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Primary Objectives of the HIA GreenSmart Program

- Develop, demonstrate and promote the technologies, design principles and practices that can significantly improve the quality of Australia's built environment;
- Improve the uptake and adoption of best practice environmental management approaches and their integration into normal business practice;
- Facilitate change in industry approaches to housing, while meeting community expectations with regard to housing types and costs; and
- Identify market-driven mechanisms to encourage the adoption of environmental innovations in the building industry.



HIA GreenSmart



HIA GreenSmart

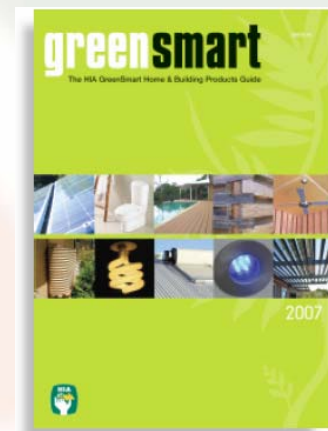


HIA GreenSmart



HIA GreenSmart Programs

- Training and accreditation
- HIA GreenSmart Display Homes, Villages, Estates, and Developments
- HIA GreenSmart communications
- HIA GreenSmart Awards
- HIA GreenSmart website (www.greensmart.com.au)
- GreenSmart zone at HIA Home and Building Expo
- HIA GreenSmart Industry Partnerships





HIA GreenSmart Training and Accreditation

- Topics covered in the 2 Day Accreditation Course include:
 - Design and operational issues for energy efficiency
 - Waste minimisation and recycling
 - Water use
 - Soil and sediment control and general environmental features
 - Material use
 - Thermal comfort and Australian climate zones
 - Ecologically sustainable development
 - Building energy rating scheme
 - Marketing sustainable housing



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HIA GreenSmart Professionals seek to:

- Minimise non-renewable energy consumption;
- Minimise potable water consumption;
- Minimise waste & maximise recycling;
- Provide comfortable, healthy living conditions; and
- Conserve and/or rehabilitate sensitive environments

...in the houses that they build.





HIA GreenSmart Display Homes & Villages

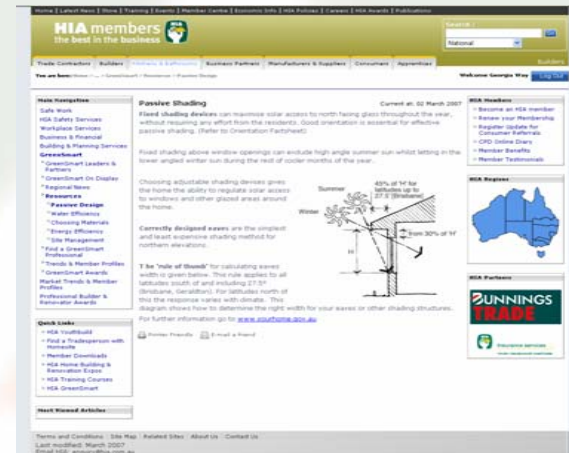
- New benchmarks for GreenSmart homes, estates and villages with the constant updating of the licensing protocol to keep pace with regulation and innovation.
- Ensures credibility of GreenSmart.
- Encourages marketing of the GreenSmart brand.





HIA GreenSmart Website

- Access to practical information including technical fact sheets
- State sub –sections profiling GreenSmart activities in each region including regional news
- Partner profiles





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Expanding the Brand





HIA GreenSmart



HIA GreenSmart



HIA GreenSmart



New Initiatives

- HIA GreenSmart Queensland Newsletter
- HIA GreenSmart Trade and Info Nights
- New HIA GreenSmart website
- National GreenSmart Consumer Product Guide
- New HIA GreenSmart courses
- GreenSmart Home Checklist
- GreenSmart Building Zone at the HIA Building Expo





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Challenges for the training program

- Increasing regulation, keeping the course relevant
- Variation in requirements around the country
- Sourcing trainers with practical up to date experience
- Providing training in regional areas
- Opening new avenues for the training eg schools
- Protecting the integrity of the brand





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