

Green Building Council of Australia

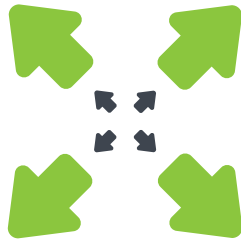
2016 Strategic Plan



green building council australia

EXPAND

OUR RANGE OF SUSTAINABILITY
PRODUCTS AND SERVICES



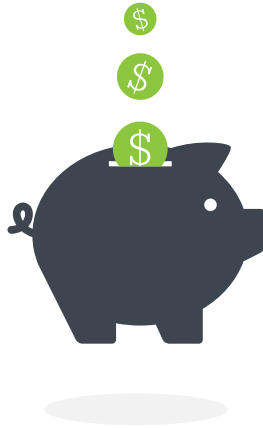
2016 Milestones

Where we need to be in 2016

- Expand our range of products and services to recognise high-achievers and support the bottom of the market
- Increase the quality of our existing products and services
- Continue to develop our existing products and services in line with industry trends
- Ensure our products and services remain relevant to industry
- Communicate the benefits of our products and services to a wider audience

DEMONSTRATE

CLEAR VALUE FOR SUSTAINABLE
PLACES AND COMMUNITIES



2016 Milestones

Where we need to be in 2016

- Develop the research needed to back-up our conversations
- Improve our digital infrastructure to better present information to our stakeholders
- Drive better policy for the built environment by working with members and stakeholders

INSPIRE

SUSTAINABILITY PRACTICES



2016 Milestones

Where we need to be in 2016

- Make sustainability more desirable to a broader range of users
- Increase membership and engagement in our industry and expand into other areas
- Build a strong group of built environment professionals through education and knowledge sharing

Let's talk

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