



Australian Government

Department of Industry  
Innovation, Science, Research  
and Tertiary Education

# WIN MORE COMMERCIAL RETROFIT AND CLEAN TECHNOLOGY BUSINESS

One-day intensive workshops:  
Adelaide 22 May, Brisbane 29 May, Sydney 31 May



The drive to improve the energy efficiency of buildings offers local manufacturers significant opportunity to participate in commercial retrofit projects.



If Australian industry is to take full advantage of this opportunity, local manufacturers must ensure they are strategically targeting clients' needs and communicating their retrofit capabilities effectively.

Arup, in conjunction with myself, Enterprise Connect, ICN and the Green Building Council, have tailored this workshop to help participants strategically assess their business and position for contracts in the commercial retrofit market.

**John Gaskin**  
Built Environment Supplier Advocate

These one-day intensive workshops will help firms formulate business plans for accessing commercial retrofit business opportunities.

The workshops will: explore retrofit product demand analysis and new business drivers; evaluate product and business performance requirements; and discuss future markets based on a recent market intelligence report.

**Who should attend?** Managers and executives responsible for leading business development, technology innovation, sales and marketing, or transition to a low emissions business.

*We were highly impressed by the series of workshops held last year. Our participation has had the added benefit of enabling us to access government funding to assess and improve our internal business processes and procedures - Colin Craig, Director, Window Energy Solutions*

ARUP



Government of South Australia  
Department for Manufacturing,  
Innovation, Trade, Resources and Energy

## WORKSHOP DETAILS

### Adelaide, 22 May 2012

TIME 9:00am - 5:00pm  
LOCATION Crowne Plaza  
16 Hindmarsh Square  
LUNCH Provided

### Brisbane, 29 May 2012

TIME 9:00am - 5:00pm  
LOCATION 80 George Street  
LUNCH Provided

### Sydney, 31 May 2012

TIME 9:00am - 5:00pm  
LOCATION Level 47, MLC Centre,  
19 Martin Place  
LUNCH Provided

## COST

Event participation is covered by the WIIN Round 7 Grant: Clean 21 – Transitioning to clean technology and sponsorship from industry and State Government Partners.

## TO REGISTER

Email [aus.transition@arup.com](mailto:aus.transition@arup.com) nominating the workshop you will be attending.

*Session 1 (Morning)*  
Characteristics of the emerging market

*Session 2 (Noon)*  
Positioning for procurement success

*Session 3 (Afternoon)*  
Strategy and action planning

*Session 4 (Evening Panel & Networking)*  
Specification and procurement dynamics

Enterprise Connect Contact and Linkage

*I recommend investing some time in this program to determine how best to take advantage of rapidly emerging retrofit markets — Cameron Reed, GWA Bathrooms & Kitchens*

## MEET YOUR LOCAL COMMERCIAL BUILDING STAKEHOLDERS

Following the workshops, there will be an opportunity to meet and network with commercial building stakeholders, including local commercial building owners.

Through a facilitated panel discussion, hear first hand what capabilities owners look for when procuring and specifying products and services in their retrofits.

## ENTERPRISE CONNECT

Enterprise Connect is an Australian Government initiative that offers comprehensive advice and support to eligible Australian businesses to help them transform and reach their full potential. Experienced, independent Business Advisers provide confidential, unbiased business advice at no charge. For more information visit [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au) or call 13 17 91.

## BUILT ENVIRONMENT SUPPLIER ADVOCATE

John Gaskin was appointed by the Commonwealth Industry and Innovation Minister as the Built Environment Supplier Advocate to provide leadership and coordination to improve industry competitiveness and link Australian manufacturers with built environment business opportunities.