

Building
a sustainable
future



Green Star - Multi Unit Residential rating tool Marketing kit proposal

INTRODUCTION

The Green Building Council of Australia (GBCA) launched the Green Star environmental rating system for buildings in 2003. Green Star evaluates the green attributes of building projects based on nine categories, including energy and water efficiency and indoor environment quality.

In 2009, the Green Star – Multi Unit Residential v1 rating tool was launched to promote the design and construction of high-performance green residential developments. The Green Star – Multi Unit Residential rating tool v1 enables building owners and developers to:

- minimise the environmental impacts of their developments
- reduce Australia's greenhouse gas emissions
- receive recognition for more environmentally sustainable design
- deliver health benefits and financial savings for building occupants.

Since then, the uptake of the residential tool has been slow. In the commercial office market, for instance, Green Star has penetrated the market because tenants were able to see the benefit of operating from a Green Star space. In turn, this led to increased property values and rental returns. In the case of the residential tool, the consumer market is yet to understand the value of a Green Star rating.

While some multi-unit residential developers are members of the GBCA, others sit outside the GBCA's traditional areas of engagement. Even more challenging is engaging with the range of owner-occupiers, tenants and investors - many of whom are international. The GBCA's opportunity is to increase brand awareness and therefore demand for Green Star - Multi Unit Residential v1 properties.

This document outlines a proposal for the development of a Green Star - Multi Unit Residential v1 Marketing Kit, which will appeal to the broad consumer market.

Green Star – Multi Unit Residential v1 Marketing Kit Proposal

The Green Star - Multi Unit Residential v1 Market

By choosing to use the Green Star – Multi Unit Residential v1 rating tool, developers are demonstrating that their project is of a higher environmental quality than the ‘business-as-usual’ apartment offerings in the market.

However, for this message to be conveyed to the target audience, the Green Star brand must be recognised and valued by consumers.

Consumers must be able to easily understand the difference between Green Star and various other star-based environmental rating systems that exist in the Australian residential sector. This will allow them to compare the products under consideration in an informed manner and will support the commitment of developers to the Green Star – Multi Unit Residential v1 rating tool as a market differentiator.

The consumer market associated with Green Star’s residential tool are predominantly apartment investors, occupiers and tenants with little or no knowledge of the Green Star brand or the benefits that a Green Star - Multi Unit Residential v1 apartment can deliver them.

To support the commitment of developers already using Green Star and to encourage increased use of the tool, the GBCA proposes to develop a consumer-oriented, Green Star – Multi Unit Residential v1 Marketing Kit.

Green Star – Multi Unit Residential v1 Marketing Kit

The intent of the Marketing Kit is to introduce Green Star language into the consumer market and to ensure that the Green Star brand becomes recognisable and valued by consumers.

It is envisaged that the Green Star – MURT Marketing Kit would be electronic, but suitable for developers to copy into websites, brochures, magazine articles etc to support their own marketing materials.

The language used in the kit would be developed specifically for the consumer market. Topics, tone and style appeal to the consumer market and their lifestyle or investment aspirations.

The involvement of a public relations agency would ensure that the end product is one that is suited to the consumer market as opposed to the property industry.

Once the Marketing Kit has been launched, we would engage with our sponsors in a media campaign aimed at the consumer market.

Green Star – Multi Unit Residential v1 sales force training

The critical point of contact for Green Star – Multi Unit Residential v1 consumers is the sales force charged with selling the apartments.

In order to impart the benefits of a Green Star apartment to a purchaser, the sales force needs to be equipped with the right language and understand how to appeal to the purchaser.

As part of the Green Star – Multi Unit Residential v1 Marketing Kit project, we propose that sales force training be developed using a delivery method that is effective, accessible and appealing to consumers.

Sponsorship benefits

Why become involved?

From experience, we know early supporters of new Green Star rating tools gain the most market leadership. In the first years after Green Star – Office was introduced, a comprehensive national campaign engaged the property industry to understand and communicate the business case for designing, building, occupying and owning Green Star-rated buildings. This approach has been highly successful and the Green Star brand is now established as a valuable certification that provides financial, social and environmental benefits to the building owners, occupiers and the broader community.

By sponsoring the Green Star – Multi Unit Residential v1 Marketing Kit, you will position your organisation as a leader in the Green Star residential space. We expect that an effective consumer campaign will position Green Star and your company as market leaders in green residential developments.

Sponsorship benefits include:

- Opportunity for your input into the development phase and promotion of the Green Star – Multi Unit Residential v1 Marketing Kit;
- Have access to the Marketing Kit to incorporate into your project marketing before non-sponsors;
- Train your sales force using the Marketing Kit before non-sponsors;
- Opportunity to submit your Green Star – Multi Unit Residential v1 certified projects for promotion during the associated media campaign and for your communications team to develop an aligned campaign;
- National and international recognition as a leader in sustainable building practices;
- Associate your brand with one of the world's leading environmental rating systems for buildings; and
- Achieve your organisation's environmental and corporate social responsibility objectives by contributing to a national Green Star project that seeks to address the apartment market.

Sponsorship options

Five levels of sponsorship are available to ensure flexibility and cater for the needs of your organisation:

- Principal (\$80,000 + GST) – One Principal sponsor
- Gold (\$60,000 + GST)
- Silver (\$30,000 + GST)
- Bronze (\$20,000 + GST)

Each sponsorship package provides unique benefits that will place your organisation at the forefront of sustainability in residential apartment market. The table on the following page outlines the benefits for each level of sponsorship.

[Please contact us with any queries or to request additional information.](#)

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Sponsorship Benefits

	Principal ¹	Gold	Silver	Bronze
Branding, Editorial & Profile	\$80,000	\$60,000	\$30,000	\$20,000
Logo included on the GBCA website as Marketing Kit sponsor	Prominent	Large	Med	Small
Logo displayed on downloadable material (denoting sponsorship level)	Prominent	Large	Med	Small
Organisational profile and web link on the GBCA website as Marketing Kit sponsor	500 words	250 words	100 words	50 words
Sponsor Logo to use on own marketing collateral (denoting sponsorship level)	✓	✓	✓	✓
Verbal acknowledgement at all GS - MURT Marketing Kit events produced specifically to promote the new kit	✓	✓	✓	✓
Acknowledgement in the GS - MURT Marketing Kit launch media release	✓			
Acknowledgement in all GS - MURT Marketing Kit articles in GBCA enewsletter	✓	✓		
Logo included on powerpoint presentation used at all Green Star - MURT events produced specifically to promote new Marketing Kit	Prominent	✓		
Opportunity to provide promotional items (e.g. Banners) and/or distribute materials at all GS - MURT events produced specifically to promote new Marketing Kit	✓			
CEO/MD or other senior representative invitation to speak at GS - MURT Marketing Kit launch event	✓			
CEO/MD or other senior representative profile in the GBCA e-newsletter (promoting leadership in the industry)	✓			
Marketing Kit Development & Launch				
Opportunity to contribute to the Marketing Kit via stakeholder engagement	✓	✓	✓	✓
Use of the Marketing Kit for 3 months prior to its general release to non-sponsors	✓	✓	✓	✓
Marketing Kit Media Campaign				
Opportunity to submit certified and registered GS - MURT projects for promotion during media campaign	✓	✓	✓	✓
Priority for quotes and comments to be included in media releases	✓	✓		
Opportunity to run an aligned media campaign via your own communications team	✓	✓		
Feature article on GBCA website about certified MURT projects	✓	✓	✓	
Priority for case study submission in GBCA Evolution publication ²	✓	✓	✓	
Joint GBCA and sponsor media release announcing release of the Marketing Kit	✓	✓		
One in-house or online (depending on the format developed) GS - MURT Sales Force Training session	✓	✓		
Sales Force Training				
Regular reports on the GS - MURT Marketing Kit development status	✓	✓	✓	✓
One In-house briefing on the Marketing Kit once launched	✓	✓		
Events & Networking				
Opportunity to host the GS - MURT Marketing Kit Launch Party with media and industry attendees ³	✓			
Opportunity to host Industry Briefings in Sydney, Brisbane, Perth, Adelaide and Melbourne ⁴	✓	✓		

PLEASE NOTE

The organisation and running of all events and training courses listed above are at the discretion of the GBCA.

¹Only one Principal Sponsor

²Subject to marketing approval. Sponsor to contact GBCA Marketing to coordinate.

³Costs associated with hosting the launch party is at the sponsors expense. GBCA will compile a list of invitees and the sponsor will have the right to invite their own guest list.

⁴Costs associated with hosting Industry Briefings is at the sponsors expense. GBCA will compile a list of invitees and the sponsor will have the right to invite their own guest list.