

Green Star Communities

Sponsorship Kit



green building council australia



A sustainable communities vision for Australia

A sustainable community embodies the principles of sustainable development, respecting ecological limits and natural resource constraints, encouraging prosperity and happiness and optimising conditions for human development over time. >

Opportunities for sustainable communities

Australia's sustainable cities agenda

Australia's population is expected to rise by 60 per cent by 2050, reaching 35 million people. Most of us – nearly 85 per cent – will choose to live in cities.

This trend in growth will challenge us and be influenced by ecological limits and natural resource constraints, a changing climate, the growing need for employment and access to affordable, liveable and enjoyable places.

We are, however, in the enviable position of being able to shape the evolution of our existing and future communities. This is why the Australian Government is establishing a clear urban cities agenda for the nation, to ensure our cities grow efficiently with respect to major infrastructure networks (such as transport and communication networks), are affordable and liveable, and shape a sustainable legacy for future generations.

Green Star Communities

Acknowledging the above challenges, in 2009 the Green Building Council of Australia (GBCA) consulted with its members and other industry and government stakeholders to identify potential opportunities for supporting this national cities agenda. With its core business being the development and administration of comprehensive and robust rating tools, the GBCA was asked by government and industry to lead the development of a rating tool for sustainable communities.

The development of **Green Star Communities** involves a two-staged process, including:

Stage 1 – development of a **national framework for sustainable communities** that establishes five national best practice principles to guide sustainable communities in Australia; and

Stage 2 – development of the **Green Star Communities rating tool that assesses sustainable communities** against best practice sustainable benchmarks.

About the framework

The purpose of the Green Star Communities framework is to provide a common language for new and existing sustainable communities in Australia. This is being used by the GBCA to inform the development of the **Green Star Communities** rating tool.

The framework has been developed by industry and government through a collaborative process facilitated by the GBCA. The intended audience includes industry, government, developers, builders, planning and design professionals.

The framework acknowledges that there are numerous existing tools and mechanisms being used in Australia and internationally that help guide the evolution of sustainable communities. The framework does not replace them, but rather provides the broader context for their development and application.

The objectives of the framework are to:

Provide **national consistency and a common language** around the definition of best practice sustainable communities;

Encourage **innovation and excellence** in our approach to creating communities of the future;

Promote **integration** across the spectrum of sustainability issues relating to sustainable communities;

Facilitate **stakeholder engagement** during the evolution of sustainable communities; and

Provide a basis for ongoing **assessment and evaluation** of sustainable community evolution.

A copy of the framework can be downloaded from the GBCA website.

A sustainable community has aspirations for the future that acknowledge the challenges brought about by change. It is liveable, resilient and adaptable. It strives for a lower carbon and ecological footprint. It has environments designed for all.

The GBCA's national principles for sustainable communities are:

- Create liveable communities
- Provide opportunities for economic prosperity
- Enhance environmental quality
- Design great places
- Promote urban governance

National principles for sustainable communities in Australia

A number of aspects can be influenced to achieve best practice sustainable community outcomes, including:

- **Infrastructure:** the systems and services which supply our energy and water, manage our waste, communications, technology and provide for mobility.
- **Buildings:** the built form that accommodates our activities associated with working, living and playing, both public and private.
- **Open space:** the areas accessible to the public.
- **People:** those who own, rent, occupy, visit, work, reside, recreate or interact in our communities.
- **Ecology:** the biological systems within the natural environment.
- **Economy:** the systems supporting the production, exchange, distribution and consumption of goods and services.
- **Governance:** the rules, behaviours and structures that shape and influence communities.

This framework has established five principles to influence the evolution of new and existing sustainable communities in Australia.

The five GBCA principles are:



Liveability



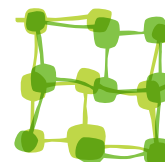
Economic prosperity



Environmental quality



Place making



Urban governance

Green Star Communities tool development

Who is the target market?

The target audience for Green Star Communities are businesses in the development industry including private developers, designers, contractors and community building specialists. Federal, state and local governments and planning authorities are also key audiences.

Green Star Communities will principally equip developers to minimise the impacts of their developments, capitalise on the benefits of their initiatives, and receive recognition for more sustainable planning, design and delivery. Ultimately these communities would be sought-after developments and this would be reflected in public demand.

Green Star Communities could also provide state and local governments with a framework for planning guidelines and development incentives for the property industry.

What is the tool development process?

The GBCA is Australia's only independent and nationally representative member-based organisation for sustainable building. One of its core businesses is the development and maintenance of tools for assessing and independently certifying best practice performance.

Government and industry have asked the GBCA to develop a rating tool that will assess the application of these five principles in community projects. This tool will be called Green Star Communities and will be available for government and industry to demonstrate best practice and innovative sustainable community projects.

Before developing the tool, the GBCA will scope the needs of industry and government stakeholders. Existing tools will be reviewed to identify their strengths in achieving the outcomes sought by the principles contained within this framework. The outcomes of this review and stakeholder consultation will inform the development of the rating tool.

A technical working group (TWG) of GBCA members will be established to develop Green Star Communities. GBCA members specialising in the issues underpinning the principles and their ability to integrate these issues will be selected for the TWG.

Green Star Communities will contain best practice criteria and benchmarks for sustainable communities and provide information on the assessment and certification process. When a pilot (draft) tool has been developed it will be tested on eligible projects. Feedback will be used to refine the tool before it is released for government and industry use.

The GBCA will establish the necessary systems and infrastructure to independently assess and certify projects, and to continually review and update the criteria and benchmarks in the tool.



Sponsorship benefits

Why become involved?

There is an increasing demand from industry and government for a benchmarking framework and tool for sustainable communities. By becoming a sponsor of Green Star Communities your organisation will have the opportunity to achieve the following benefits:

Governments/Government Agencies

- Contribute to the development of a national sustainable communities tool
- Have the opportunity to input into the project direction
- Ensure first right of refusal for projects to test the PILOT version of the tool
- Ensure that government policy direction for sustainable development needs are considered during the development phase
- Ensure that state and local government is a leader in sustainable community development

Developers, owners, consultants and builders

- Demonstrate leadership in the development of sustainable communities, precincts and places
- Be at the forefront in response to sustainable community development tenders
- Ensure first right of refusal for your projects to test the PILOT version of the tool
- Have the opportunity to input into the project direction
- Ensure that your needs are considered during the tool development phase
- Gain national and international recognition for your contribution
- Lead the planning and design of communities and precincts of the future
- Gain recognition as being leaders in sustainable communities

Sponsorship options

There are three levels of sponsorship including Platinum, Gold and Silver.

- Platinum (\$100,000 + GST)
- Gold (\$50,000 + GST)
- Silver (\$35,000 + GST)

The table on the following page shows the list of benefits for each level of sponsorship throughout various stages of Green Star Communities development.

Your involvement in the project will commence upon formal announcement of Stage Two.

Table of benefits

At commencement of your sponsorship

	Platinum \$100 000	Gold \$50 000	Silver \$35 000
Acknowledgement as tool sponsor in Green Star Communities announcement in GBCA newsletter ¹	✓	✓	✓
2 x articles in GBCA newsletter over 12 month period ²	✓		
Logo included on the Green Star Communities micro site ¹	✓	✓	✓
Company page on the Green Star Communities micro site as tool sponsor	✓		
Company profile on the Green Star Communities micro site - maximum 300 words		✓	
Quarterly article contributions to the Green Star Communities media update ³	✓		
Acknowledgement in quarterly Green Star Communities media update ⁴	✓	✓	✓
Testimonial included in quarterly Green Star Communities media update	✓	✓	
Priority for all stakeholder engagement invitations	✓	✓	✓
2 x guaranteed seats at the Technical Working Group guiding project development			
Opportunity to nominate staff to Technical Working Group guiding project development	✓	✓	✓
Opportunity for suitably qualified staff to join state-based marketing committees	✓	✓	✓
Communications plan designed to assist promoting your association with the GBCA	✓		
Priority invitations to all other GBCA events, missions and opportunities	✓	✓	✓

At commencement of Green Star Communities development and pilot phase

Acknowledgement in all GBCA-driven media releases, newsletters and communications ⁵	✓	✓	✓
Opportunity to submit a PILOT project	✓	✓	
Priority for PILOT project acceptance	✓		
Joint GBCA and sponsor media release announcing registration if PILOT project accepted	✓	✓	
Update of your PILOT project in the GBCA newsletter	✓	✓	
Feature article on Green Star Communities micro site ⁶	✓	✓	
Acknowledgement on all electronic material relating to Communities Tool on GBCA website ⁷	✓	✓	✓

Green Star Communities release

Acknowledgement in all GBCA-driven media releases, newsletters and communications ⁵	✓	✓	✓
Opportunity to have project as feature cover of technical manual ¹¹	✓		
Ad placement in the Green Star Communities technical manual ^{8,11}	✓	✓	✓
Free technical manual(s) ^{9,11}	✓	✓	✓
Verbal company acknowledgement at any event featuring Green Star Communities release	✓	✓	✓
Logo placement at any event featuring Green Star Communities release	✓	✓	
Complimentary entry to all launches/events designed to promote Green Star Communities launch ¹⁰	✓	✓	✓
Opportunity to distribute environmentally friendly materials at Green Star Communities launch events	✓	✓	✓
Sponsorship certificate awarded	✓	✓	✓
Acknowledgement within all Green Star Communities education materials ⁵	✓	✓	✓
Opportunity to feature PILOT project in case studies used in tool education materials	✓	✓	
Opportunity to feature PILOT project within GBCA's publication The Green Evolution	✓	✓	

PLEASE NOTE

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

¹ Level of sponsorship will be indicated.

² Platinum sponsor, up to 500 words.

³ Platinum sponsor, up to 500 words.

⁴ Logo acknowledgement for Platinum sponsors.

⁵ Level of sponsorship will be indicated, Platinum sponsor logos included. Relates to Green Star Communities only.

⁶ Platinum sponsor, bi-monthly article; Gold sponsor, quarterly article.

⁷ Logo acknowledgement for Platinum and Gold sponsors.

⁸ Platinum sponsor, 1 full page in first print run; Gold sponsor, half page; Silver sponsor, quarter page. All placements at discretion of GBCA.

⁹ Platinum sponsor, 5 free copies; Gold sponsor, 2 free copies; Silver sponsor, 1 free copy.

¹⁰ Platinum sponsor, 10 complimentary tickets; Gold sponsor, 2 complimentary tickets; Silver sponsor, 1 complimentary ticket.

¹¹ Only if a hard copy manual is produced. An alternate opportunity will be provided if an alternative is created.

Sponsorship commitment

I would like to discuss the following sponsorship packages

Platinum \$100,000

Gold \$50,000

Silver \$35,000

Contact: _____

Position: _____

Organisation: _____

Address: _____

Phone: _____ Fax: _____

ABN: _____

Email: _____

Direct Phone: _____ Mobile: _____

Signature: _____

Please contact us with any queries or to request additional information.

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