



# **Growing up – residential living done right**

## **Event Program**

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Tuesday 16 September 2014

8:35 – 8:45 AM	<p><b>WELCOME</b></p> <p><b>Trudy-Ann King, Director Market Development, GBCA</b></p>
8:45 – 9:15 AM	<p><b>GROWING PAINS</b></p> <p>Start the day by looking forward as the experts forecast key trends that will impact this growing residential sector. Looking at the data we will find out what our cities and regional areas really look like now and how they will grow.</p> <p><b>Speakers/Format:</b>                  Sarah Horsfield, Director , <b>Urbis</b> (20 mins)                  Questions (10 mins)</p> <p><b>Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand the demographic trends that will impact the size and makeup of our cities and regional areas</i></li> <li>• <i>Understand what impact these trends will have on the built environment and what response will be required in order to cater for these changing needs</i></li> </ul>
9:15 – 10:15 AM	<p><b>DOING RESIDENTIAL DIFFERENTLY</b></p> <p>Explore what the future of the residential market could look like and discover case studies where people are already challenging ‘business as usual’ to deliver residential developments differently.</p> <p><b>Speakers/Format:</b>                  Robert Papaleo, Director – Strategic Research, <b>Charter Keck Cramer</b> (15 mins)                  Simon McPherson, Director, <b>SJB</b> (15 mins)                  Scott Clarkson, Project Manager – Innovation, <b>CSR Limited</b> (15 mins)                  Panel discussion and questions (15 mins)</p> <p><b>Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand the future direction the housing market will take over the next 5-10 years</i></li> <li>• <i>Present new approaches to residential building design through case study examples</i></li> </ul>
10:15 – 10:45 AM	<p><b>MORNING TEA AND NETWORKING</b></p>

<p><b>10:45 – 11:30 AM</b></p>	<p><b>DRIVING THE MARKET – THE PUSH AND PULL OF RESIDENTIAL</b></p> <p>While the office market has adopted sustainability and now demands it, the residential market has been slow to move. Consumers remain the key to unlocking this potential. Leaders in the space will give us a cheat sheet on what to say and what not to say when talking sustainability to the residential owner. Find out which environmental, social and economic factors will cut through with consumers and how to speak ‘resi’ with developers.</p> <p><b>Speakers/Format:</b>                  Cecille Weldon, Head of Sustainability, <b>LJ Hooker</b> (15 mins)                  Stefan Preuss, Director Resource Efficiency, <b>Sustainability Victoria</b> (15 mins)                  Panel discussion and questions (15 mins)</p> <p><b>Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand the benefits of sustainability to the residential user &amp; how to best communicate these.</i></li> <li>• <i>Understand the drivers of the residential developer and how to convey the value in a sustainable friendly residential development.</i></li> </ul>
<p><b>11:30 – 11:55 AM</b></p>	<p><b>VALUE EVOLUTION</b></p> <p>The approach to sustainable housing is changing. As consumer and commercial attitudes change the rating tools have continued to evolve to remain relevant. In this session we take a look at the proposed 85 Spring St development in Melbourne's CBD to explore the evolution of the Green Star – MURT rating tool, the value and relevance to commercial owners, and how initiatives such as Homes for Homes are being integrated to create shared value for the developer and the community.</p> <p><b>Speakers/Format:</b>                  Glenn Alman, Sustainability Section Manager, <b>Wood &amp; Grieve Engineers</b> (10 mins)                  David Waldren, National Executive Design Manager, <b>Grocon</b> (10 mins)                  Steven Persson, Chief Executive Officer, <b>The Big Issue</b> (5 mins)</p> <p><b>Learning outcomes:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand the evolution of the Green Star – Multi Unit Residential rating tool</i></li> <li>• <i>Examine the value of benchmarks and rating tool to residential owners and developers</i></li> </ul>
<p><b>11:55 - 12:00PM</b></p>	<p><b>WRAP UP AND CLOSE</b></p>