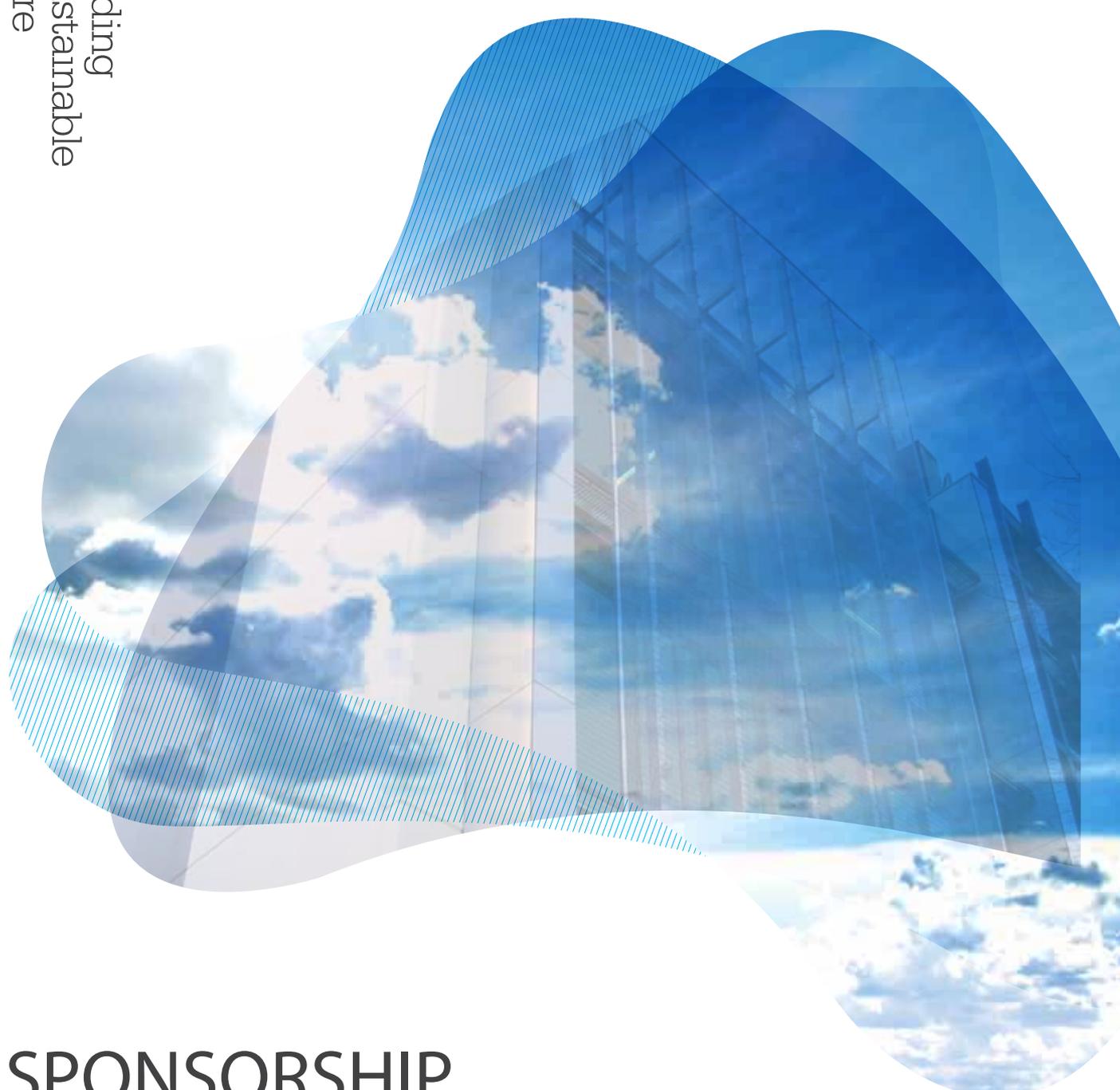


Building  
a sustainable  
future



# SPONSORSHIP GREEN STAR - PERFORMANCE

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Date Issued: February 2011

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# About Green Star – Performance

We have the ability to design and construct buildings to the highest standards of sustainability, but what happens once the builders walk away and people move in? Is the building still 'green' if it is not managed and maintained to the intended sustainability standards? And what about buildings that have been around long before the introduction of Green Star? Can good management make a building 'green'?

The Green Building Council of Australia (GBCA) has listened to feedback from industry and has identified the need to develop a rating system that measures the holistic operational performance of buildings once they are occupied.

The new rating system, Green Star – Performance, will address the 95 per cent of the market that is not brand new, and will assess the full range of existing buildings in the market, regardless of building type.

Green Star – Performance will provide building owners, facilities managers and occupiers with a holistic sustainability assessment methodology for the operational performance of existing buildings, utilising the categories currently used in Design and As Built ratings:

- Management
- Indoor Environment Quality
- Energy
- Transport
- Water
- Materials
- Land Use & Ecology
- Emissions
- Innovation



Green Star – Performance will also fill a gap in the Green Star suite of rating tools, by assessing the operational impacts in the built environment that follow the design and construction of buildings.

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# Major Features

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## Scope

The scope of Green Star – Performance has been developed based on feedback from industry and in consultation with a stakeholder reference group. A Green Star – Performance scoping paper can be found on the GBCA's website, which describes the main features of the assessment methodology and the proposed development process.

Green Star – Performance will be designed to:

- assess building operations in sustainability terms, including performance benchmarking and maintenance;
- address many different building types - not just office buildings;
- be compatible and complementary with the current Green Star tools that address design and construction;
- assess individual buildings and entire portfolios;
- be cost-efficient and user-friendly in its delivery;
- reward operational performance that exceeds standard practice; and
- recognise market leadership in holistic building operations and management.

## Working with NABERS

The Green Building Council of Australia (GBCA) is committed to working closely with the National Built Environment Rating System (NABERS) team to ensure there is no duplication of measurements or benchmarks where widely-accepted market practices exist, particularly in the commercial office market.

Green Star-specific credits will be developed to address operational impacts not addressed by other tools. Green Star – Performance will also consider the combined impact of the various sustainability categories and deliver one single Green Star rating.

The GBCA has invited the NSW Department of Environment, Climate Change and Water (DECCW), as managers of the NABERS scheme, to participate in the development of Green Star – Performance, building on the 2010 Memorandum of Understanding signed by the GBCA, the Australian Government Department of Climate Change and Energy Efficiency, which chairs the NABERS National Steering Committee, and the NSW Department of Environment, Climate Change and Water.



## Sponsorship Benefits

### Why become involved?

There is increasing demand from industry for Green Star to address existing buildings, including their operational performance and maintenance. By sponsoring Green Star – Performance your organisation will have the opportunity to achieve the following benefits:

- Achieve national and international recognition as a leader in sustainable building practices;
- Secure the opportunity to submit a project to test the PILOT version of the tool;
- Provide input into the development phase and help guide the rating tool's direction;
- Ensure your organisation's requirements are considered during the development phase;
- 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 existing building market.

### Sponsorship options

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

- Principal (\$200,000 + GST) – One Principal sponsor
- Platinum (\$100,000 + GST)
- Gold (\$50,000 + GST)
- Silver (\$25,000 + GST)
- Bronze (\$15,000 + GST)

Each sponsorship package provides unique benefits that will place your organisation at the forefront of sustainability in the existing building market. The table on the following page outlines the benefits for each level of sponsorship throughout various stages of Green Star - Performance development.

# Detailed Sponsorship Benefits

## Branding, Editorial & Profile

	Principal <sup>1</sup> \$200,000	Platinum \$100,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Logo included on the GBCA website as project sponsor	Prominent	Large	Medium	Small	Small
Logo displayed on dedicated sponsor page of Green Star - Performance online rating tool (denoting sponsorship level)	Prominent	Large	Medium	Small	Small
Organisational profile and web link on the GBCA website as tool sponsor	500 words	250 words	100 words	50 words	25 words
Sponsor Logo to use on own marketing collateral (denoting sponsorship level)	✓	✓	✓	✓	✓
Discount on electronic advert on Green Star - Performance online manual <sup>2</sup>	50%	30%	20%	10%	5%
Verbal acknowledgement at all Green Star - Performance events	✓	✓	✓	✓	
Acknowledgement in all GS - Performance media releases	✓				
Acknowledgement in all GS - Performance articles in GBCA e-newsletter	✓	✓			
Logo in all GS - Performance e-alerts and direct emails	Prominent	✓			
Opportunity to submit articles in GBCA newsletter (during tool development phase)	x1				
Recognition and branding at all Green Star - Performance events	Prominent	✓			
Free electronic advert on GBCA website <sup>2</sup>	✓	✓			
Opportunity to provide promotional items (e.g. Banners) and/or distribute materials at all Green Star - Performance events	✓				
CEO/MD invitation to speak at Green Star - Performance events	✓				
CEO/MD profile in the GBCA e-newsletter (promoting leadership in the industry)	✓				

## Tool Development

	Principal <sup>1</sup> \$200,000	Platinum \$100,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Guaranteed position on the Technical Working Group (TWG) guiding project development <sup>3</sup>	✓	✓	✓		
Opportunity to nominate for position on the TWG with preference given over other organisations <sup>3</sup>				✓	
Opportunity to host TWG meetings in own office <sup>4</sup>	✓	✓			

## Certification

	Principal <sup>1</sup> \$200,000	Platinum \$100,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Opportunity to submit a PILOT project	✓	✓	✓	✓	✓
Priority for PILOT project acceptance	✓	✓	✓		
Feature article on GBCA website about PILOT project (subject to certification)	✓	✓	✓		
Priority for case study submission in GBCA Evolution publication <sup>2</sup>	✓	✓	✓		
Joint GBCA and sponsor media release announcing PILOT registration	✓	✓			
One in-house GS-Performance certification workshop	✓	✓			
One 'Peer Review' prior to PILOT project documentation submission	✓	✓			

### PLEASE NOTE

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

<sup>1</sup> Only one Platinum Sponsor

<sup>2</sup> Subject to marketing approval. Sponsor to contact GBCA Marketing to coordinate.

<sup>3</sup> Subject to GBCA approval of appropriate technical knowledge & expertise

<sup>4</sup> Subject to location, size and tele/video conferencing facilities

## Education

	Principal <sup>1</sup> \$200,000	Platinum \$100,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Quarterly reports on the GS - Performance tool development status	✓	✓	✓	✓	
Collaboration on policies and incentives to encourage use of GS-Performance <sup>5</sup>	✓	✓	✓	✓	
Presentation of the business case for implementing GS - Performance (Departmental and Ministerial) <sup>5</sup>	✓	✓	✓		
One In-house briefing on tool once released as PILOT	✓	✓			
Opportunity to participate in development of e-Learning course for GS-Performance <sup>8</sup>	✓	✓			
Free e-Learning course access prior to release to the general public <sup>6</sup>	✓				

## Events & Networking

	Principal <sup>1</sup> \$200,000	Platinum \$100,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Priority for all stakeholder engagement invitations	✓	✓	✓	✓	✓
Verbal acknowledgement as sponsor in all GBCA speeches when talking about GS - Performance	✓	✓			
Opportunity to host networking drinks with TWG, GBCA Board and sponsors of GS - Performance <sup>7</sup>	✓	✓			
Opportunity to invite GBCA executive to speak at an in-house event (lecture, conference, seminar etc) <sup>9</sup>	✓	✓			
Opportunity to host (own premises or venue of choice) VIP networking event when tool is released in version 1	✓				

### PLEASE NOTE

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

<sup>1</sup> Only one Principal Sponsor

<sup>5</sup> Government sponsors only

<sup>6</sup> Subject to GBCA producing e-Learning course particular to GS - Performance, limited to 15 staff per company.

<sup>7</sup> All costs of the networking event at the discretion of the sponsor. This is not exclusive. GBCA will provide executive level speaker and email invitation to database.

<sup>8</sup> Subject to approval of appropriate technical knowledge.

<sup>9</sup> Subject to availability. Requires 6 weeks advance notice. Costs of hosting event not covered by GBCA.

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# Additional Opportunities to Become Involved

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## Supporter

Working together with leaders in industry and government, the Green Building Council of Australia (GBCA) is developing Green Star – Performance rating tool to assess our nation's existing buildings against best practice sustainable benchmarks and operational standards.

Now your company can demonstrate its commitment to the project by joining us as a Green Star – Performance Supporter.

When you sign on as a Green Star – Performance **Supporter** your organisation will receive:

- **Recognition** as a supporter of Green Star – Performance on our project website, with a link to your company website
- **Acknowledgement** of your support in the Green Star – Performance dedicated sponsor page (online rating tool)
- A Green Star – Performance **Supporter logo** to display on your website and other promotional material
- **Priority invitations** to Green Star – Performance events.
- Opportunity to **support the development** of the rating tool from a research and technical data point of view<sup>1</sup>

To become a Green Star - Performance Supporter your organisation must commit to promoting the project via its own website and newsletter/e-newsletter.

The investment required to become a Green Star – Performance Supporter is \$5,000 (plus GST).

The Green Star – Performance Supporter program is available exclusively to GBCA member organisations.

<sup>1</sup>Where required, accepted at the discretion of the GBCA

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# Additional Opportunities to Become Involved

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## Sector Partner

When you sign on as a Green Star – Performance **Sector Partner** your organisation will receive:

- **Recognition** as a supporter of Green Star – Performance on our project website, with a link to your company website
- A Green Star – Performance **Supporter logo** to display on your website and other promotional material
- Opportunity to **host an industry briefing session** for organisational members (GBCA to provide speaker)
- Opportunity to **support the development** of the rating tool from a research and technical data point of view<sup>1</sup>
- Opportunity to be **informed and up-to-date** on the development of the rating tool, allowing your organisation to brief its own members and stakeholders.

To receive these benefits, your organisation must commit to promoting Green Star - Performance to all members and contacts via the following channels:

- quarterly direct emails (provided by GBCA)
- enewsletter articles (provided by GBCA)
- website advertisement and links
- advertising in publications (if applicable)

We may also request that you place Green Star – Performance updates and advertisements in any publications you may have should there be an opportunity to do so, as well as promote sponsorship opportunities to your members and stakeholders.

The Green Star – Performance Sector Partner program is suitable for industry associations and non-GBCA member organisations from relevant property sectors.

<sup>1</sup>Where required, accepted at the discretion of the GBCA

# Sponsorship Commitment

I would like to discuss the following sponsorship packages:

<input type="checkbox"/> <b>Principal</b> \$200,000	<input type="checkbox"/> <b>Platinum</b> \$100,000	<input type="checkbox"/> <b>Gold</b> \$50,000	<input type="checkbox"/> <b>Silver</b> \$25,000	<input type="checkbox"/> <b>Bronze</b> \$15,000
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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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green building council australia

