

Marketing Excellence

Points Available: 1

Aim

To engage, educate and sell the benefits of sustainable building practices and Green Star to building occupants and the wider community through marketing information developed on the basis of comprehensive market research.

Rating Tool Eligibility



Green Star Communities



Green Star Design & As Built



Green Star Interiors



Green Star Performance



Legacy Green Star Rating Tools

Why is this Innovation Challenge Important?

A key reason for the lack in uptake of sustainable building practices in some sectors has been the lack of engagement with occupants and the broader community on how such practices can benefit them. As an example, in the case of residential developments, buyers are unlikely to value a sustainable building over a non-sustainable one as there is a lack of understanding of the benefits that a sustainable building can bring, and owners and occupants are often unable to make an accurate determination of the benefits in relation to cost.

This Innovation Challenge aims to encourage owners, developers and operators to perform market research into the investment drivers of occupants, buyers or investors. The Innovation Challenge encourages project teams to address these drivers by detailing and explaining the benefits of sustainable building practices. As part of this work, the benefits of sustainable building practices and Green Star certification must be present and accessible in a public part of the project. Finally, it is a requirement that the project's marketing team provides a well developed case study to the GBCA for publication.

It is noted that the activities proposed by this Innovation Challenge are intended to begin at the design stage of the project (for new projects). The Challenge is not intended to be a commitment. It must be an actual developed strategy that is at the implementation phase at the time of Green Star submission.

Compliance Requirements

To claim this Innovation Challenge your project team must:

- Develop methodology and perform market research on the investment drivers of end-users of the building, fitout or community e.g. likely investors, occupants or staff. Note that this is not intended to be generic market research based on published reports. Rather, it is market research that involves the project itself and potential likely end users.
- Develop a marketing strategy that addresses these drivers in relation to the sustainability measures implemented.
- Implement this marketing strategy and provide developed samples at the time of the project's Green Star submission.
- Provide information on the benefits of sustainability in a public and prominent way within your building (or sales office).
- Provide the information required to create a case study at the time of the project's Green Star submission.

Alternative Compliance Methods

A Credit Interpretation Request (CIR) may be submitted to the Green Building Council of Australia (GBCA) when an applicant wishes to advocate for an alternative yet equivalent method of meeting the Compliance or Documentation Requirements. Any CIRs submitted for this Innovation Challenge will be processed as free-of-charge.

Documentation Requirements

Design Review / Design and As Built Submission

Provide the following required documentation:

- **Submission Template** outlining how the project team has addressed the Innovation Challenge. The Submission Template also enables project teams to provide feedback on the Innovation Challenge to inform future developments.

Provide documentation to support the claims made within the Submission Template. This may include:

- **Conducted market research documentation** on the investment drivers of likely investors, occupants or staff.
- **Marketing strategy** that addresses the identified drivers in relation to the sustainability measures implemented.
- **Developed samples of the marketing material.**
- **Evidence of the provision of information** on the benefits of sustainability in a public and prominent way.