

## International Briefing

# The Australian Green Building market – Opportunities for European Companies

Australia's property sector is moving to adopt green building solutions, particularly in new and retrofit commercial projects. Underpinned by bipartisan Government support and strategic initiatives, Australia is seeing a green premium in value, rents and reduced vacancies for higher rated "green" office buildings.

Australian Governments have moved to make the Australian building and commercial property sector (building stock) more energy efficient through the use of more efficient technologies, green design and the integration of green building solutions into the retrofit of existing buildings. The Australian building / property sector currently amounts to about 24 million square meters of office space. In Melbourne alone, 80% of the 5 million square meters of existing office stock is over ten years of age.

### Industry Drivers

- Carbon price implementation will drive the property and construction industry to demand higher standards of efficiency and "greener" materials to reduce their costs
- Property investors' and business' demand for energy efficient commercial buildings to reduce costs and risk, reflected by "green premium" in values, rents and tenancy rates
- Since 1 Nov 2010 a mandatory disclosure of energy ratings for commercial buildings is required when sold or leased
- Tax Breaks for Green Buildings from July 2012
- Australian Government Green Lease Schedule for new office leases
- Demand Side Management solutions and smart grid networks are also being explored by energy distributors and regulators
- Precinct and community retrofit initiatives such as Melbourne's 1200 buildings

Only recently, the World Economic Forum has rated the maturity of Australia's retrofit market ahead of Europe, the US and Japan, which offers a number of interesting opportunities for European companies.

### About this seminar

Austrade, the Australian Trade Commission is the Australian Government's agency for trade and investment promotion. Austrade has recently commissioned a study on opportunities for international companies in the green building sector. Our objective is to highlight these to interested companies with some insights about the various growth sectors and how they can take advantage of these market growth opportunities. Experts will talk about government programs, rules and regulations and outcomes of our green building study.

### Important information

Date	<b>29 Feb 2012</b>
Time	9.30am - 1pm
Location	Munich, Germany Hotel Sofitel Bayerpost Bayerstr. 12 80335 Munich
Cost	Free

### Who should attend?

Companies who are active in the green building/energy efficiency sector such as:

- Construction companies
- Architects
- Technology providers
- Project developers
- Service providers
- Research and Development

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## Why you should attend

- Hear about the exciting opportunities to grow your business in the green building sector in Australia
- Learn more about the regulatory drivers and government programs supporting the growth of the green building sector in Australia
- Receive an update on the experience of a German company being active in the Australian Green Building Market

## Program

Time	Topic	Speaker
09:30	Registration	
10:00	Greeting and introduction	<b>Nicola Watkinson</b> , Consul General and Senior Trade & Investment Commissioner, Frankfurt <b>Michael Dax</b> , Director International System from the German Sustainable Building Council
10:20	The current state of the Green Building sector in Australia and future growth trends	<b>Alexander Maron</b> , Manager, PwC Sustainability & Climate Change team, Australia Conferenced in via video conference from Australia
10:40	Opportunities for German companies in Australia's Green Building Industry	<b>Alexander Maron</b> , Manager, PwC Sustainability & Climate Change team, Australia
11:15	Regulatory Drivers and Government Programs supporting the growth of the Green Building sector in Australia	<b>Nicola Watkinson</b> , Consul General and Senior Trade & Investment Commissioner, Frankfurt
11:45	Case Study: Experiences of a German company in the Australian Green Building Market	<b>Martin Reuter</b> , Project Manager at Ingenhoven Architects, Duesseldorf
12:15	Drinks / light snack and further discussion	All participants

Please apply before 24 February 2012, via Fax: +49 (0)69 90558-119

- I would like to participate in the seminar on 29 February 2012

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Contact name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

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Email

- I cannot make it, but would be interested to receive information on future Australian green building activities in Germany and market updates