



AusBuildLCA

Sustainable foundations

**The 1st Life Cycle Assessment Conference for Building and Construction
26th and 27th November 2015, Mercure Melbourne Treasury Gardens**



Sponsorship Proposal

The Australian Life Cycle Assessment Society (ALCAS), the national peak body for LCA professionals, will host AusBuildLCA, The 1st Life Cycle Assessment Conference for Building and Construction. The conference will take place in the centre of the Melbourne CBD at Mercure Treasury Gardens overlooking the city's renowned parkland and located within the fastest growing council area in the country.

Growing Industry Demand

Australia-wide, the current annual value of the multi-unit residential, commercial and infrastructure sectors in the building industry is \$138 billion. With green building standards becoming legislated by government policy, part of company-mandated social responsibility and increasingly demanded by end users, a significant share of these projects are being delivered within rating tool frameworks.

Rating Tools Shift to LCA

The Green Building Council of Australia's (GBCA) Green Star®, the Urban Development Institute of Australia's EnviroDevelopment and the Infrastructure Sustainability Council's IS rating tools all have at least one thing in common – promoting and including credits using Life Cycle Analysis (LCA).

Credits deal with LCA of the projects under certification and rely of product based LCA and summary LCA reporting, called Environmental Product Declarations (EPDs). Billions of dollars worth of Australian projects engage rating tools that require LCA information on products. As the GBCA's old tools are phased out and new LCA centric credits and tools increase their usage, the demand for green building professionals with LCA skills will surge.

Position Your Brand

Your business has the opportunity to be a sponsor of this significant event that will help position your brand as a driver of sustainability solutions for Australia.

An investment will give your business sponsorship of an event that will:

- Demonstrate the potential for LCA to improve the environmental performance of buildings and to reduce cost for environmental compliance and innovation
- Connect developers, construction companies and design professionals with LCA professionals
- Present applications of the LCA currently being undertaken in the materials, building and construction sectors

- Present recent developments in the databases, tools and approaches for LCA in building and construction
- Building consensus around LCA methods in the building and construction industry
- Provide insights on how to ride the wave of business opportunities that emerge from transforming to a more sustainable society
- Host discussions on how a systematic approach to combat climate change and promote sustainability is key to achieving a low carbon economy

Claim Leadership

For the first time, ALCAS has developed the content and demand for a building and construction conference in its own right, it will be an important platform to:

- **Highlight your company's investment in Life Cycle Assessment (LCA) and its role in furthering research for LCA in Australian building** to external stakeholders. Promoting this investment sends a message to the wider community that your business recognises its responsibility to understand and respond to the sustainability aspects of the building and construction industry.
- **Participate in valuable information exchange relevant to their sustainability interests.** This dedicated building conference will feature about 45 presentations from leading researchers, businesses and policy makers. A report summarising the information exchanges about building LCA that took place will be provided for onward dissemination to the industry.
- **Amplify your commitment to sustainable practices.** Public relations activities, including media engagement, social media activation and collaborations with industry associations, will ensure the outcomes of the conference are communicated to the broader community.

All sponsor packages include one conference delegate pass, which will allow them to benefit from the conference through :

- **Accessing strategic tools and up-to-date learning,** including pragmatic and tangible support for better decision making ; objective scientific tools and research and development knowledge in an understandable format
- **Making connections** with peers and market influencers through different networking opportunities
- **Understanding future growth opportunities** by meeting green standards including embracing new markets and securing access to existing markets ; accelerating collaborative projects through rapid emersion and achieving financial savings through Life Cycle Management
- **Translating sustainability strategy to action** using robust tools to evaluate and manage environmental impact and systemic approaches to combat climate change

Sponsorship packages and benefits

A range of sponsorships is available from one sole Platinum sponsorship guaranteeing prominent recognition as a leader of sustainability action to Bronze sponsorship entitling the company to a display table in the foyer of the conference and a range of other benefits.

(All prices are in Australian dollars and plus GST)

Benefits	Platinum Sole sponsor \$10,000	Gold \$6,000	Silver \$4,000	Bronze Display table \$1,500
Promotion of your organisation in seminar publicity (press releases, social media)	Unlimited	Up to 10	Up to 5	Up to 3
Recognition and logo to appear on screen when thanking sponsors (by category)	Yes	Yes	Yes	Yes
Naming rights to a session relevant to your business with recognition in the conference program (print and web)	Yes	Yes	No	No
Display of signage	Prominent	Yes	Yes	Yes
Company acknowledgment and logo on the sponsors page of the ALCAS website and conference website with a website link	Yes	Yes	Yes	Yes
Logo on the home page of the ALCAS website and conference website with a website link	Yes	No	No	No
Links to your company website in emails and newsletters sent to ALCAS members and database	Unlimited	Up to 3	Up to 2	1
Advertisement to be included in the conference handbook (artwork to be supplied by sponsor)	Full page	Half page	Quarter page	Small ad
Display table in the entry foyer	Option	Option	Option	Yes
Full complimentary registration to The 1 st Life Cycle Assessment Conference for Building and Construction	Two (2)	Two (2)	One (1)	One (1)

These sponsor packages allow your brand to benefit from:

- Maintaining a high profile in valuable target markets before, during and following the event;
- Demonstrating your organisation's commitment to a life cycle approach;
- Relationship development through mixing informally with industry professionals, leaders, local government personnel, planners and speakers; and
- Constant exposure to an interested, relevant and influential audience in a relaxed environment.

All prices in the document are in Australian dollars.

In kind sponsorship and advertising partnerships are also available.

Please contact Alex St Claire at info@lcaconference.com.au or on 0406046471 for further information or to discuss your sponsorship requirements.

About ALCAS

The Australian Life Cycle Assessment Society (ALCAS) is the national peak body for the LCA industry. Run by Australian LCA professionals with international connections, the society provides objective scientific tools and tangible support for better decision-making. With systematic approaches to combat climate change, ALCAS works to mainstream lifecycle thinking to translate sustainability strategy into action.

About the Hotel

Mercure Melbourne Treasury Gardens puts you in the heart of Melbourne.

Guests enjoy spacious modern rooms with views of the city or the beautiful Treasury Gardens.

All 164 rooms are protected from outside noise with double glazed windows. Each room is air-conditioned and equipped with a minibar, in-room safe and a desk with internet accessibility. Rooms also feature refrigerators, round-the-clock room, minibars, toiletries, LCD TVs with satellite channels and pillow menus. Safes, hair dryers, coffee/tea makers, irons/ironing boards and laundry facilities are also available.

Mercure Melbourne Treasury Gardens features WiFi in public areas and self parking, along with the convenience of an airport shuttle.

The restaurant, Lime Restaurant and Bar, serves Modern European cuisine using fresh regional produce and is open for breakfast, lunch, and dinner.

This 4-star Melbourne CBD hotel is within walking distance of city landmarks including the Melbourne Museum and Eureka Tower, Parliament House, Federation Square and the MCG.

About the City of Melbourne

Melbourne is considered to be the cultural, sporting and fashion capital of Australia.

Renowned for its multicultural identity, Melbourne is seen as a mecca for diverse dining and social experiences making it a rich and enthralling city to visit. Boasting an abundance of luscious green gardens, world famous sporting facilities and a bar or cafe on every corner Melbourne is as much an experience as a destination.

With its well planned and intricate tram systems in the world, coupled with an efficient metropolitan train system, you have the ability to visit all of the spectacular sites that the CBD and its surroundings have to offer. Popular destinations such as St Kilda and Fitzroy are just minutes away by tram.