



# GreenSmart



INFORMATION

HIA is Australia's largest industry association representing the residential building industry.

HIA supports the businesses and interests of all members including the green building sectors. These are:

- > New home builders
- > Renovation builders and associated trades
- > Product suppliers and manufacturers
- > Designers and professional services to industry
- > Stakeholders in the green building sectors

## what is GreenSmart?

HIA GreenSmart was established in 1999 as a voluntary initiative and continues to encourage a mainstream application of the benefits of environmentally responsible housing.

The HIA GreenSmart Program offers up-to-date information on practical, affordable and durable environmental solutions for residential design and construction.

Incorporating GreenSmart principles into building projects generates environmental benefits through:

- > reduced greenhouse emissions
- > lower energy usage
- > reduced water consumption
- > less construction waste
- > limiting the use of non-renewable materials

HIA GreenSmart also provides initiatives to assist industry with sustainability awareness through HIA Training courses, accreditation and professional development.





# how we can help...

## keeping you informed

HIA understands the pressure of keeping up with the latest in sustainable building solutions, changes in regulations, new products and materials and more. Members have access to practical, relevant information through:

- > HIA GreenSmart e-news delivered to your inbox every quarter
- > GreenSmart trade events showcasing new products and up-to-date information
- > Regional *Building News* specific to your area



help,  
information  
+ advice  
is our commitment to you

"After completing the HIA Greensmart Professional Course, the management and staff of Geoff Gibson Homes could see the huge benefit of incorporating this line of thinking into their present home designs and construction methods.

Geoff decided the best way to demonstrate this was by building the first Greensmart accredited, 8 Star Energy Efficient, Display Home in the very conservative city of Toowoomba. This Display home went on to be a National Finalist in the 2011 HIA Greensmart Awards."

Rick Tyrer – Geoff Gibson Homes

MAKE A DIFFERENCE TODAY – BUILD THE HIA GREENSMART WAY



## develop your skills

HIA offers a wide range of practical courses to hone your skills, maintain professional development obligations and grow your business.

GreenSmart Professional training provides you with environmental awareness and skills for more sustainable residential design and construction.

HIA members who successfully complete the training establish their status as an accredited HIA GreenSmart Professional. HIA members are provided with the GreenSmart Professional logo, information and material to promote their GreenSmart Professional principles in the marketplace.

The HIA GreenSmart Professional training course includes:

- > Thermal performance
- > Passive solar design and natural ventilation
- > Design and operational issues for water and energy efficiency
- > Selection of water and energy efficient appliances
- > Marketing sustainable housing to clients

### GreenSmart Accreditation

HIA GreenSmart offers GreenSmart accreditation to HIA members through the following channels:

#### GreenSmart Professional

- > HIA GreenSmart Professional is an accreditation which is awarded to individuals who have completed the GreenSmart Professional training course. HIA members qualify to use GreenSmart Professional promotional branding to market themselves to consumers and industry.

#### GreenSmart Builder

- > GreenSmart Builder is an accreditation for HIA member building businesses that employ GreenSmart Professionals and commit to build GreenSmart Homes. GreenSmart Builders qualify to use GreenSmart Builder promotional branding to market their business to consumers and industry as a GreenSmart Builder.

### Project Accreditation

GreenSmart Project Accreditation provides recognition of projects that demonstrate environmentally responsible home building and land development and meet HIA GreenSmart project protocols.

GreenSmart Professionals and GreenSmart Builders can come to HIA at the design stage of the project to gain accreditation.

GreenSmart Accredited projects include:

- > GreenSmart House
- > GreenSmart Residential Community
- > GreenSmart Residential Development
- > GreenSmart Village

Once approved, GreenSmart Projects are able to be marketed as a GreenSmart accredited project.

# partnerships

GreenSmart Partners are companies or organisations supporting the GreenSmart Program. These organisations either supply products to the industry to achieve sustainable building outcomes or they build GreenSmart projects in line with GreenSmart principles. HIA promotes the environmental initiatives of its GreenSmart Partners through GreenSmart promotional material, newsletters, magazines, websites and other forums.



# promote your business



Getting noticed and keeping up with your competitors can be tough. HIA offers a number of opportunities to promote your business to potential clients.

These include:

- > Accreditation through GreenSmart program
- > Opportunities to promote to consumers through HIA expos, home shows and Home Inspirations Centres
- > HIA GreenSmart Awards, showcasing award winning projects
- > GreenSmart on Display promotes HIA GreenSmart Accredited projects

## Promotion through HIA GreenSmart branding

- > Display your GreenSmart sticker and GreenSmart Accreditation logos and let the public know you are a HIA member accredited in GreenSmart. Stickers and logos are provided for your vehicles, premises, plans, print and media advertising, website, stationery, business cards and company uniforms.

## Promotion online

Your HIA membership allows you to take advantage of one of Australia's largest and most dynamic home inspiration websites – [housinglocal.com.au](http://housinglocal.com.au).

- > Designed for consumers, the website provides inspiration and design tips as well as practical advice on the best ways to renovate or build a new home.
- > The website also features **Tradebuild**, a complimentary online professional services directory. List your business on **Tradebuild** with a description of your products and services. Display your logo and website to reach thousands of consumers visiting daily.

# Australia-wide service + support

HIA represents the residential building industry nationally and helps members locally through its regional offices across Australia.



HIA is here to help our members. For any issues affecting your business – call us first. We can help you over the phone, via the internet or fax, or if you prefer to speak to someone in person, drop into your local office.

Contact your local HIA office T: 1300 650 620  
E: [enquiry@hia.com.au](mailto:enquiry@hia.com.au) or visit [hia.com.au](http://hia.com.au)

