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Media release

Australia's building industry must develop a CULTURE OF INNOVATION to meet 21st century challenges

Business as usual cannot and will not address the fundamental challenges facing Australia's building industry, including housing affordability, building insolvencies and net zero commitments.

So how can we disrupt the status quo and create the CULTURE OF INNOVATION the industry needs to address these fundamental challenges? That's the question being explored at the Building 4.0 CRC Annual Conference, on **Wednesday 11 October 2023 (9am–6pm)**, at Monash College Docklands (750 Collins Street, Melbourne).

Building industry leaders from Australia and overseas will share their thoughts and experiences on how we can deliver better buildings at lower cost:

- Philipp Erler (Gropiys, Germany) and Sigrid Brell-Cokcan (Association for Robots in Architecture, Austria) will discuss advances in technology that can improve building industry productivity. (See snapshot below for speaker information.)
- Mike Zorbas (Property Council of Australia), Romilly Madew (Engineers Australia), Helen Bell (Green Building Council of Australia), Selina Short (Ernst & Young) and Cameron Bruhn (Australian Institute of Architects) will explore the big, bold ideas the Australian building industry needs to embrace.
- Jaimie Johnston MBE (Bryden Wood, UK) and David Flynn (KOPE.ai, UK) will share their experiences using a platforms approach to DfMa and advanced digital solutions, focusing on prefabrication and offsite construction.
- Helena Lidelöw (Volumetric Building Companies, Sweden) will discuss the building blocks of a great building production strategy.
- Shelli Trung (Elevator Initiative Director, B4.0CRC) will introduce up and coming entrepreneurs in the building and technology industries, including innox and Sightdata.
- Using Mixed Reality, the team from Fologram, Ynomia and Holmesglen Institute will demonstrate mixed reality construction on a pavilion in real time in the foyer.
- Finding Infinity will exhibit their upcoming 'Plus Prototype', which demonstrates a net zero building code is possible: Zero Impact. Zero operation costs. On budget.
- You can join Building 4.0 CRC Partners and Associated Organisations on Roundtables to discuss various ways to move towards a Culture of Innovation, including: BlueScope, Sumitomo Forestry, Hyne Timber and Xlam, Holmesglen Institute, Standards Australia, Master Builders Association Victoria, Office of the Victorian Government Architects, Victorian Building Authority, Nexans, Populous, Taronga Ventures,

There will also be exhibitions of current Building 4.0 CRC projects, and opportunities to speak with our researchers from Monash University, The University of Melbourne and Queensland University of Technology, including project leads and PhD students.

Building 4.0 CRC CEO, Professor Mathew Aitchison, says, "We need to shift building culture from 'where and when' to 'why and how'. This year's Building 4.0 CRC Annual Conference is an opportunity for people in our industry to share ideas, check out cutting edge research and innovative new products, and create the connections and build the relationships that convert good ideas into practices."

The Building 4.0 CRC Annual Conference 2023 program is available here:

<https://building40crc.zohobackstage.com.au/Building40CRCAnnualConference2023#/program?lang=en>

Ends

For media interviews, please contact Jenny Flynn, Communications Manager, on 0448 712 170.

Conference image

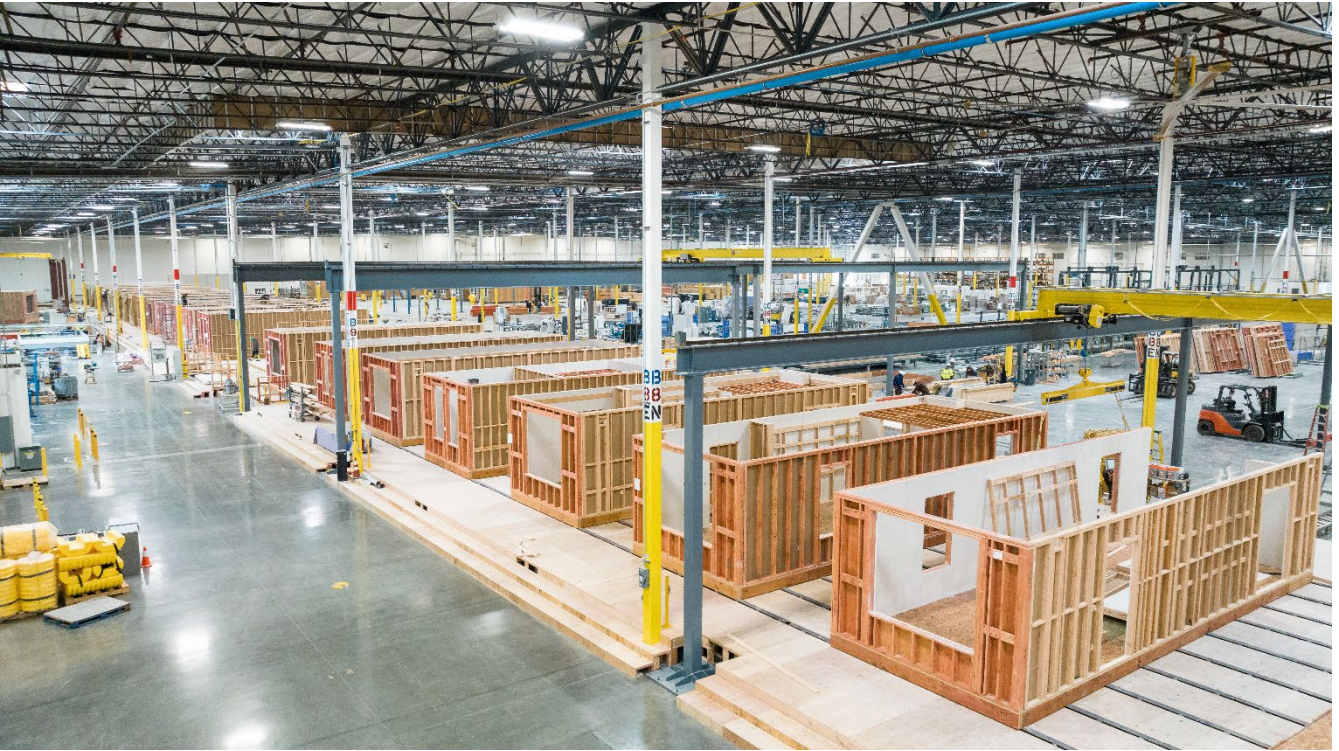







Image credit: Kevin Plymette, Volumetric Building Companies.






Information about Building 4.0 CRC

Building 4.0 CRC is a \$130 million research initiative co-funded by industry and the Australian Government. We aim to develop an internationally competitive, dynamic and thriving Australian advanced manufacturing sector, delivering better buildings at lower cost and nurturing the building industry leaders of the future.

A snapshot of our international speakers

<p>Philipp Erler, Germany</p> 	<p>Philipp is co-Founder and Chief Technology Officer, GROPYUS which develops real estate as constantly evolving and optimisable products and digitises all aspects of the real estate lifecycle – reinventing multi-family housing. He is responsible for the development and enhancement of all products and services, sales as well as the development and expansion of production capacities.</p> <p>After graduating in business administration at WHU – Otto Beisheim School of Management, he initially worked as a freelance software engineer before founding FinTech Kontoblick in 2008, where he served as CTO and was responsible for product development and software engineering. He then joined Zalando, where he headed the technology division as CIO and Senior Vice President Technology.</p>
<p>Sigrid Brell-Cokcan, Austria</p> 	<p>Sigrid is the founder and director of the new Chair of Individualized Production (IP) at RWTH Aachen University and co-founded the Association for Robots in Architecture (RiA) in 2010. IP focuses on the use of innovative machinery in material and building production. RiA is leading the international research and software development in making industrial robots accessible for the creative industry and particularly for inexperienced users.</p> <p>She holds a Doctorate in technical sciences from TU Vienna (2014) and a Master in Architecture (1998) from the Academy of Fine Arts Vienna. She was the founding partner of II Architects int Istanbul/ Vienna in 2003. Before launching her own firm, she worked with renowned international architects and engineers Coop Himmelblau, Frank O Gehry, Peter Cook and Bollinger & Grohmann.</p>
<p>Jaimie Johnston MBE, UK</p> 	<p>Jaimie is a recognised global leader in systemising and accelerating the design and construction of major infrastructure. He is a leading thinker on the future of industrialised construction and is at the forefront of both private and public sector ambitions to adopt manufacturing-led design and construction practices.</p> <p>As Head of Global Systems at Bryden Wood, Jaimie has been instrumental in leading the company's expansion from disruptive start-up to 300+ people across 9 offices worldwide. He was an original member of the UK Government BIM Task Group and was the co-author of the 'Design for Manufacture + Assembly' overlay to the RIBA Plan of Works.</p>
<p>David Flynn, UK</p> 	<p>David is co-founder of KOPE.ai. He qualified as an Architectural Technologist at Dublin Institute of Technology (now TU Dublin). He also founded designtech, a computational BIM consultancy based in London. He has previously led the BIM efforts at Grimshaw Architects, KPF and AL_A. He leverages computational and generative design principles to eradicate those wasteful processes still inherent in the design and construction industries.</p> <p>KOPE is the only purpose-built software platform for offsite construction. They enable the transition from traditional construction by integrating offsite processes and products. They instantly apply real-world products directly to design models, bringing together the worlds of design and manufacturing</p>
<p>Helena Lidelöw, Sweden</p> 	<p>Helena is the Chief Technology Officer at Volumetric Building Companies (VBC). VBC uses their technology-enabled design and engineering model, precision-driven manufacturing capabilities, and project-proven modular construction expertise, to provide high quality, sustainably produced buildings in less time.</p> <p>Helena runs VBC platforms across the organisation, and works with DfMA in close cooperation with factories and building sites to unite design and manufacturing knowledge. Previous to this, she was Platform manager, Director of R&D, VP of Design at Lindbäcks, where she was in charge of the building system and its development, and working with R&D connected to timber building systems i.e. building physics, structural engineering, documentation, and drafting.</p>

A snapshot of our Australian speakers

<p><u>Mike Zorbas</u></p> 	<p>Mike is CEO of the Property Council Australia. He has worked in property since his first job, working for former Property Council National President and Australian Property Hall of Fame member, the late Jim Service AO. Prior to becoming CEO, Mike was PCA Group Executive of Policy and Advocacy.</p> <p>Over the past 2 decades Mike has held senior roles at Lendlease, Stockland and the Liberal Democrats in the UK among other organisations working on public policy, communications and major projects in all Australian States. He is a current member of the Board of the Sydney Institute and a former Deputy Chair of the Committee for Sydney.</p>
<p><u>Romilly Madew</u></p> 	<p>Romilly is the CEO of Engineers Australia. Previously she was CEO of Infrastructure Australia (IA), where she was responsible for overseeing IA's critical role in helping governments prioritise projects and reforms that best serve our communities.</p> <p>Before joining IA, she was CEO of the Green Building Council of Australia for 13 years. In acknowledgment of her contribution to Australia's sustainable building movement, Ms Madew was awarded an Order of Australia in 2019.</p>
<p><u>Helen Bell</u></p> 	<p>Helen manages research for the Green Building Council of Australia, providing a critical link between industry, academia, government and the GBCA. She has more than 20 years' experience working in social and market research, including 10 + years working with CRCs in the built environment.</p> <p>She is a member of the Australian Research Society (ARS) and accredited as a Qualified Professional Researcher (QPR). She is also a member of the Social Impact Measurement Network Australia (SIMNA). She holds a Bachelor of Arts – Communications, a Post Graduate Diploma in Environment and has recently completed the University of Cambridge's Sustainable real Estate course.</p>
<p><u>Selina Short</u></p> 	<p>Selina is Built Environment and Resources Managing Partner at EY. As a member of EY's Oceania executive leadership team, she is responsible for the resources, energy and real estate portfolio. She is also part of EY's global real estate and construction leadership team with responsibility for innovation. In her role as Board Director of the Green Building Council of Australia, Selina is helping to accelerate the transition to net zero emissions and drive sustainability at scale.</p> <p>Selina holds a Master of Commerce, a Bachelor of Economics and a Diploma of Education, has studied disruptive strategy at Harvard Business School and has completed study on the business of climate change at the University of Cambridge.</p>
<p><u>Cameron Bruhn</u></p> 	<p>Cameron is the CEO of the Australian Institute of Architects and was formerly the Dean and Head of School at The University of Queensland's School of Architecture. He was previously the editorial director of Architecture Media, where his role included custodianship of <i>Architecture Australia</i>. He is a respected leader and communicator in Australia's architecture community and an advocate for the value of the built environment in shaping communities, cities and regions.</p> <p>Cameron completed his practice-based PhD at RMIT University, and holds a Bachelor of Design Studies and Bachelor of Architecture from The University of Queensland. He is an Honorary Fellow of the Australian Institute of Architects, a Fellow of the Design Institute of Australia and an Honorary Professor at The University of Queensland.</p>