

Australian Green Infrastructure Council

Challenge

Phillips Group helped to establish the not for profit Australian Green Infrastructure Council (AGIC) in 2008, in response to the need for more accountability around sustainable outcomes in infrastructure development. AGIC strives to be the catalyst for delivery and operation of more sustainable infrastructure in Australia. One of its main aims is to develop a sustainability rating system for new developments.

Strategy and Action

Phillips Group supported AGIC during its establishment, on a pro-bono basis, to raise the profile of the organisation and attract membership. It developed and implemented a targeted communication marketing program, which included:

- coordinating a client needs and marketing working group
- coordinating design and production of brochures, fact sheets, display banners
- coordinating the website design
- maintaining the website
- undertaking the role of secretariat.

Results

AGIC now has over 66,000 employee members and has started a pilot program for an infrastructure sustainability rating scheme. The AGIC Sustainability Rating Scheme focuses on seven key areas: - Project Management and Governance; economic performance; using resources; emissions; pollution and waste; biodiversity; people and place, and workforce - to determine sustainability rating of an infrastructure project.

