



Building Designers
Association Victoria

BDAV AGM 2015

Minutes of of the 33rd Annual General Meeting
of the Building Designers Association of Victoria
held on Monday, 7 October 2015
at the Victoria University Conference Centre, Melbourne

CHAIRMAN:

Alastair McDonald, BDAV President

ATTENDANCE:

77 Members, as per Attendance Register
Giselle Grynbaum, BDAV; Kate Bell, BDAV;
David Staughton

Apologies: As per Apologies Register

1. OPENING

In declaring the meeting open at 6.03 pm, the Chairman welcomed all in attendance, especially Life Members and Fellows of the Association who were present. He introduced the members of the BDAV's Committee of Management who were present, and acknowledged the BDAV's sponsors.

2. SPONSOR PRESENTATION (1)

Mr Florent Hostein from James Hardie Australia spoke about several James Hardie products, including their HardieSmart and HardiDeck products (slides attached). He also reminded Members about the forthcoming James Hardie Design Tour in Melbourne on 17 October 2015 in conjunction with the NABD National Design Awards Dinner being held that evening, of which James Hardie is the Major Partner. He urged those present to attend the tour and the dinner.

3. SPONSOR PRESENTATION (2)

Mr Boris Iskra from WoodSolutions profiled some of the valuable resources available at the WoodSolutions website, which is the most frequented timber website accessed across the world. Their website offers case studies, technical design guides, online tutorials and their 'Ask an Expert' resource. He also advised that WoodSolutions is happy to conduct in-house technical tutorials for members, provided a minimum of six designers are present. (Slides attached.)

4. MINUTES OF PREVIOUS MEETING

The Minutes of the previous Annual General Meeting, held on 7 October 2014, which had been made available to the members on the membership register at that time, were confirmed as an accurate record of the proceedings of that meeting.

Moved: Robert McLauchlan

Seconded: Sven Maxa

5. PRESIDENT'S REPORT

Mr Alastair McDonald read the President's annual report. (transcript attached).

7. TREASURER'S REPORT

The Treasurer, Ms Dominique Hunter, presented the Treasurer's annual report (transcript attached).

8. BUILDING PRACTITIONERS BOARD

In the absence of Mr David Cooke, Ms Giselle Grynbaum read David's report (transcript attached).

Mr Alastair McDonald moved a Vote of Thanks to David Cooke for his excellent representation of the industry at the Building Practitioners Board and at the Victorian Building Authority. This was wholeheartedly endorsed by those present.

9. COMMITTEE OF MANAGEMENT

Mr Alastair McDonald advised that, as the Committee of Management had been appointed for a two-year term at the 2014 AGM, there was no installation required of the Committee at this time. However, he moved a Vote of Thanks to the Committee for their support to him over the past year, particularly Lindsay Douglas.

10. PROPOSED NEW MEMBERSHIP CATEGORY

Mr Alastair McDonald advised that the BDAV's Committee of Management had determined to introduce a new membership category of Graduate Member as a pathway for new entrants to the industry. He observed that the BDAV prides itself on catering for a building designer/draftsperson for their entire career path, from initial studies, to working in a design firm, to ultimately running their own business, and finally retirement. Not all graduates are fortunate enough to walk into a full-time job within a design firm after completing their studies. Graduate membership will enable a smoother transition from Student Member, then Graduate, then Individual Member, then Full Member. He put forward the proposal that "The BDAV introduce a new membership category of Graduate Member".

Moved: Ingrid Hornung

Seconded: Tim Ellis

Outcome: Carried

11. PROPOSED CHANGES TO CONSTITUTION

Mr Alastair McDonald advised that the new membership category requires consequential changes to the BDAV's Constitution (including updating to bring the Constitution in line with current legislation). The proposed changes had been circulated

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to all voting members last month, in line with the Constitution. He put forward the proposal that "The BDAV Constitution be amended as circulated to voting members on 7 September 2015".

Moved: Rhys Davies

Seconded: Tim Ellis

Outcome: Carried

12. DESIGNER PROFILE

The Chairman explained that there was to have been a presentation by Mr Dean Picken of Designers By Nature, winner of the BDAV 2015 Building Design of the Year; however, due to ill health, Mr Picken was unable to attend the AGM. In his place, Mr Luke Middleton of EME Design made an informative and passionate presentation on his firm's successful Heritage Reinvention project, which had won four awards in the BDAV's 2015 Building Design Awards. The presentation concluded with a hearty expression of appreciation from the audience.

13. GUEST SPEAKER

The Chairman then invited Mr David Staughton to address the gathering on 'The Secrets of Client Attraction'. Mr Staughton is a successful, self-made businessman who exudes energy and passion in all his presentations, and is regularly invited to address industry events. His presentation was energetic and animated, and included much audience participation. It was heartily acclaimed by those present. (Mr Staughton's slides are appended to this report.)

14. CLOSE OF FORMALITIES

The Chairman then thanked everybody for their attendance, and declared the meeting closed at 8.05 pm, inviting everybody to partake of refreshments at the venue.



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BDAV AGM 2015 – PRESIDENT’S REPORT

It's hard to believe the first year of my two-year Presidency has been completed. It's been a very busy year, and it's great to see so many of our initiatives come to fruition.

The support of the membership continues to allow the BDAV to grow year on year, and to be recognised as one of the key stakeholders in the industry.

We also acknowledge the support of our sponsors, with whom we have established very solid relationships, which we value. In particular, we acknowledge the long-standing partnership we have with James Hardie Australia, who came on board this year as our Diamond Sponsor.

The BDAV continues to achieve political recognition, and we acknowledge the efforts of our Lobbyists, FPL Advisory, for facilitating access to the key people within the public and private sectors. Over the past twelve months, through our lobbying program on behalf of the membership, we have continued to increase the profile and opportunities for building designers.

We have particularly been involved in forums and briefings on the Victorian Government's 'Better Apartments Discussion Paper', and will continue our involvement in that space, to ensure the recognition of building designers in apartment design, and to hopefully avoid a replication in Victoria of what is in place in NSW in respect to multi-residential projects above three storeys.

We have also developed a very strong relationship with the Victorian Building Authority, and we now have regular meetings with VBA CEO, Prue Digby, as well as other key VBA personnel. This year, we have been involved in their various forums on the use of non-compliant building materials, as well as discussions on the VBA's assessment framework and stakeholder forums re regulations, to name a few.

We have also been involved in various briefings and stakeholder forums in the lead-up to the proposed Building Regulations 2016 and, again, we will continue our involvement to ensure, to the best of our ability, that the new Regs satisfy the needs of the design profession.

In addition, we have been in discussions with the Department of Environment, Land, Water and Planning in relation to the definition and scope of work of building designers/designers, and we are confident our guidance in this area will achieve a satisfactory outcome.

On the Educational front, we have been in dialogue with government, industry and training organisations in the review of the building design qualifications within the national training framework, and we will continue that involvement to endeavour to ensure the Advanced Diploma of Building Design (Architectural) remains the recognised course within Victoria.

This year, we also embarked upon an awareness program within the TAFEs, and presentations were made at each TAFE on what is involved in a 'typical day' in the life of a building designer. I would like to thank those Committee Members and other Members who made those presentations to TAFE students, which we plan to continual annually.

Our Interior Design SubCommittee has also worked hard on a strategy to facilitate recognition of the Interior Design profession, and to improve awareness of the registration process for Interior Designers. I would particularly like to thank Dominique Hunter who chairs that SubCommittee for all her efforts in this regard – and, of course, the others on the SubCommittee for their input, as there are many in the community who still do not understand the difference between an Interior Designer and an Interior Decorator.

Subject to the outcome of tonight's proceedings, we will hopefully introduce a Graduate Member category of membership from tonight, which will assist in the pathway for graduating students ultimately joining the workforce in building design and/or interior design.

One activity that has taken up more time than anticipated over the past two years was the establishment of the National Association of Building Designers. Fortunately, in July this year, we handed the secretariat over to BDAQ following our initial two years. However, BDAV is still responsible for co-ordinating this year's NABD National Building Design Awards which will be held later this month. We also acknowledge the support of James Hardie in that activity, as well as the other sponsors supporting that event.

The NABD will continue to promote and develop the building design profession nationally, and its commitment to excellence. The NABD's ongoing objectives include formalising education programs, sharing expertise, and pursuing continuous professional development for the building design profession for supporting States and Territories.

Back on the local front....

We held our 20th annual BDAV Building Design Awards this year, and it was great to see an increased number of entries in this year's Awards. This program continues to profile the skills of our members to the broader community – not just for those Members who entered the Awards. We also produced our 10th annual Winning Design magazine this year, which we understand is doing well in newsagents. I was also pleased to see that almost 400 people attended the gala presentation event at the National Gallery of Victoria in July, which was another successful event, with many attendees praising the ambience, camaraderie and location as an ideal venue for this – our annual flagship activity.

Our media advisors – Porter Novelli – continue to do a great job in facilitating access to appropriate media for us, and achieved considerable media coverage in metropolitan and local media this year for award winners and finalists.

Our role as an Assessor Accrediting Organisation continues to evolve, and we are in regular dialogue with the NatHERS Administrator. We were successful in achieving an extension for assessors undertaking the Certificate IV in NatHERS Assessment, which took the pressure off many assessors who were juggling this requirement with their day-to-day work.

In this space, we also ran a series of workshop for assessors using FirstRate5 – which is the most popular energy rating software used in Victoria. We wish to place on record our appreciation to Matthew Graham for delivering this successful program for us.



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Our Continuing Professional Development program continues to offer relevant and timely seminars, webinars and workshops for our members, and this year we introduced some design-focussed site visits to complement our other CPD activities.

This year, we also ran our first – and very successful – overseas Study Tour, which visited China, and provided participants with a great experience and broadened their knowledge of different building techniques, materials, and building models. I would particularly like to place on record our appreciation to Mike Mettes for his assistance with the China Study Tour. That tour was so well received that, next year, we will be holding one in Spain in June, which is already fully committed, with a substantial wait-list.

Another activity that we have focussed on this year is our Member Benefits program, in which we have identified and facilitated a broad range of discounts and special offers for Members, being items used by many building design firms, and we hope you are availing yourselves of those many and varied benefits. You can find details in the MEMBER pages of our website.

I would like to take this opportunity to thank those Members who have given up their time and contribute their knowledge on our various SubCommittees and to assist us when called on for various external activities. The SubCommittees have their finger on the pulse, and are the driving force when it comes to enabling us to keep our Members informed.

I would particularly like to acknowledge the work done by David Cooke on the Building Practitioners Board, who has agreed to serve on that Board for another term. I also acknowledge the work that David Mulhall has done on the Building Advisory Council. David has stepped down from that capacity, and we hope the Minister will support our nomination for his replacement. Both Davids have been exemplary ambassadors for the BDAV and for the industry in general.

I would especially like to thank the Members on our Committee of Management – particularly Lindsay Douglas – who drive the policy directions for the Association, and who give up their own time to serve our Association. They have been a great support to me during my first year as your President.

I would also like to thank Kate and Giselle and our hardworking team at our head office who carry out the key objectives that are determined by the Committee of Management, and who deal with the day-to-day queries from Members and consumers.

We have a great team working to look after our Members' interests, and we are gratified to see our membership continue to support our activities. We have a progressive Association of which we are very proud, and I know the BDAV will continue to evolve over time in the best interests of our membership.

Thank you.

Alastair McDonald
BDAV President



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BDAV AGM 2015 – FINANCIAL REPORT

First, I would like to acknowledge and thank our sponsors, whose support we value. As always, if and when you are specifying products, we urge you to please consider our sponsors where you can.

Our membership has reduced since last year, mainly due to the requirement for accredited thermal performance assessors to undertake the Certificate IV in NatHERS Assessment, which is a large financial burden on small businesses, and many assessors have now left that space, which will put a strain on energy ratings for the building industry in general. However, with just over 1,600 members, we still continue to be the largest of any BDA around the nation and, indeed, we continue to have more members than the rest of the nation, collectively.

This year, the Committee of Management determined to fractionally increase our membership fees as a result of ever-increasing costs, particularly given the fees had not been increased in the preceding two years. Our membership fees continue to be low compared to those charged by other comparative industry bodies, yet we continue to provide more services and benefits than many other related industry organisations.

The Committee also determined to increase accreditation fees this year, which had not been increased since the BDAV became an Assessor Accrediting Organisation in 2010.

Our seminar fees have been retained at the same rate as in the past four years, but they will be reviewed next year, as part of our annual budget review.

We again ran our Student Grant program this year, offering our Student Members an opportunity to be eligible for three grants, each of \$2,000 to help defray the cost of their studies. We also presented our third Brian Morison Award for the Most Promising Student, for which Student Member, Cameron Shelton received \$4,000 from the BDAV towards the costs of his future studies. We take this opportunity to thank those TAFEs who supported these, and our Student Awards program this year, which again received some impressive entries.

Our big-ticket expenditure item this year was again our annual Building Design Awards and the associated marketing activities that accompany this event. We also produce our 10th edition of our annual Winning Design magazine, which contributed to our financial burden. We see these as good investments, as they continue to promote the skills of our members.

Our other major expenditure item has been the redevelopment of our new website, which was a much bigger task and financial burden than we ever envisaged. We hope to see the new site launched this month.

We added to our staff resources this year with a Membership Officer, but she did not remain in the role for long, and we are still keen to fill that gap, to assist us with our membership retention and membership development activities.

We also continue to use outsourced consultants, especially in our lobbying and public relations activities, given our lean head-office team. We rely on these experts and these consultants continue to be sound investments, as the calibre of the people we have outsourced is excellent.

We continued our involvement in the National Association of Building Designers, to which BDAV has contributed financially but, again, we see this as a worthwhile financial investment for our profession and for our membership.

Our membership numbers have taken a significant hit this year following the loss of approximately 200 Thermal Performance Assessors who cancelled their accreditation.

As a result of all these activities and reduction in membership numbers, the BDAV recorded a loss of \$59,241 at 30th June 2015. This is the first time for many years where we have achieved a loss and, whilst that is disappointing, our income levels were reduced as a result of reductions in membership and sponsorship, and our budgeted expenditure was less.

The Committee of Management is reviewing all operational activities and procedures in order to endeavour to bring the bottom line back to profit next year.

The accounts have again been audited by the audit division of Hayes Knight, and the accounts have been found to be in good order.

The financial report is available to be viewed at the BDAV's office by any member, upon request.

I would like to again thank the Committee of Management, and our Joint Executive Officers for their support and assistance to me over the past year as your Treasurer.

Thank you.

Dominique Hunter
BDAV Treasurer



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BUILDING PRACTITIONERS BOARD REPORT

Over the last year, the Building Practitioners Board has worked alongside the Victorian Building Authority in a renewed spirit of co-operation to bring about real reform to the system of Practitioner Registration, Education and Discipline. Much of the system had not been reviewed since its inception in the mid 1990s, and a fresh approach was long overdue.

Registration

The proposed reforms will be considered in two phases. The first phase includes reforms which can be made under the current Building Act and Regulations. These reforms relate to improving systems and processes, particularly in the area of Practitioner Registration.

The second phase cannot be achieved under the current Building legislation, but may be able to be considered under the new Building Regulations which are due to commence mid-next year. These reforms may include updated practitioner registration categories, qualifications and experience. These changes are not yet fully considered, and are currently being discussed with stakeholder groups before being firmed up in the new year.

At this stage, the impacts on the registration of Draftspersons will be minimal, other than a more streamlined assessment for new applicants, with reduced turn-around times, clearer instructions to applicants, and clearer correspondence to applicants.

Applications for registration of new Draftspersons has remained in slow growth for some years now, with the number of persons seeking registration exceeding those practitioners not renewing by about 100 per year.

Discipline

The representation of registered Draftspersons in disciplinary matters has traditionally been very low in proportion to overall numbers of complaints. This remains the case in the present era. The BPB attributes this low representation to the great work done by the BDAV and similar organisations in providing informative CPD to their members, and the high participation rate in the CPD of those members.

Notwithstanding this, registered Draftspersons should be diligent in their processes and constantly seek to update their knowledge. Those Draftspersons that do come before the BPB in disciplinary hearings are often those that do not regularly participate in CPD, or who think that their past experience is sufficient to satisfy their need for contemporary knowledge.

Acknowledgement

In carrying out my role on the BPB, I wish to acknowledge the support provided to me by the BDAV Executive team and Committee

of Management. I also wish to acknowledge the tireless and ongoing contribution of BDAV Member and former BPB Member – Geoff Hoare. Geoff continues his many years of service to the BPB as a co-opted appointee to adjudicate on disciplinary matters, and to assist in the assessment of registration application files.

David Cooke, FBDAV

BPB Board Member & Draftspersons Representative

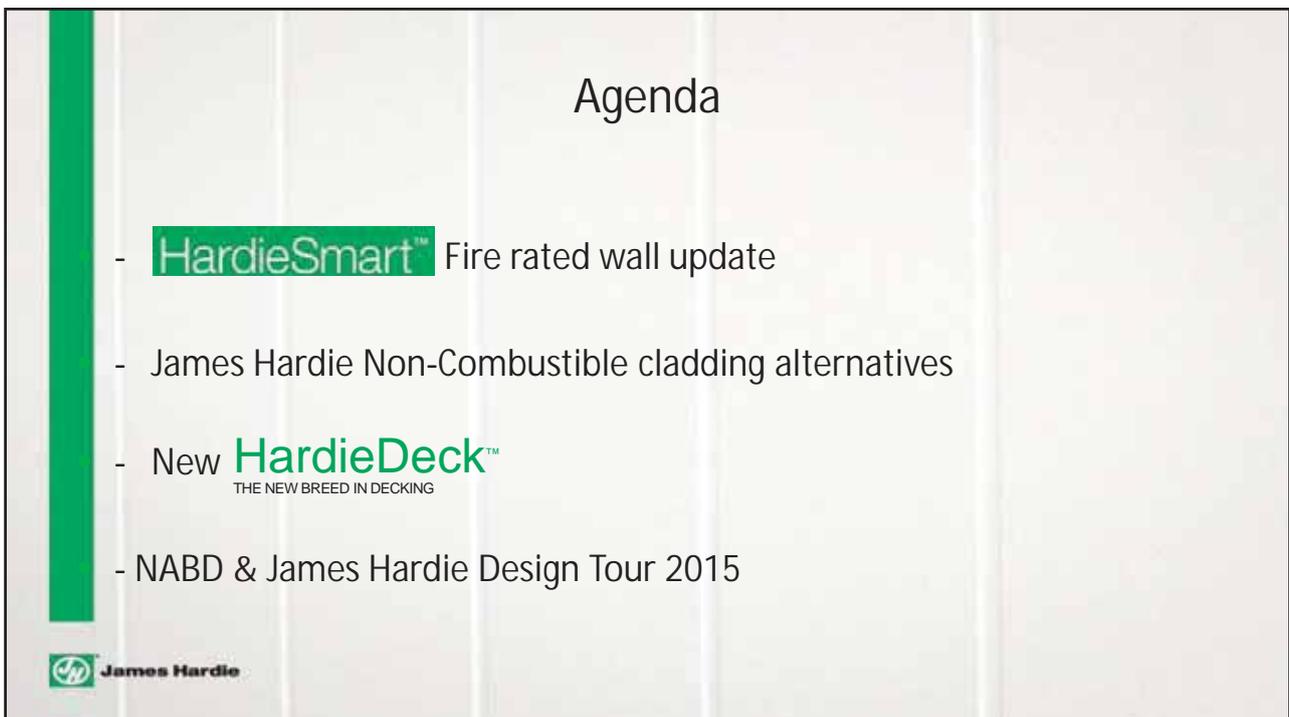
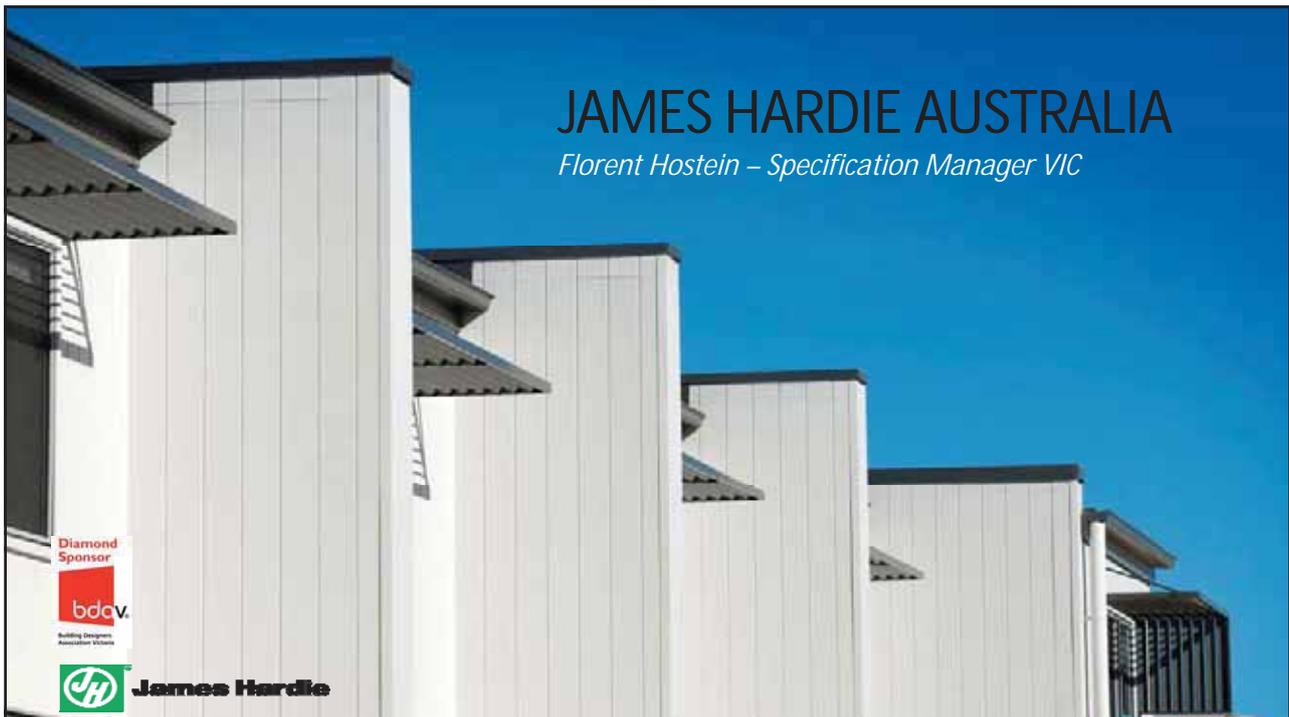


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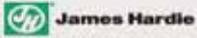
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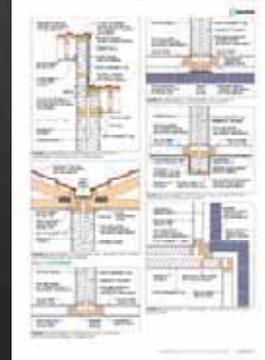
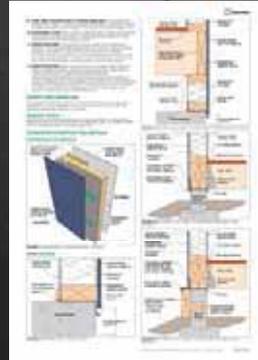


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Technical Bulletin
James Hardie a Group 1 Non-Combustible Façade Solution

James Hardie's Group 1 Non-Combustible Façade Solution is a high-performance, fire-resistant cladding system designed for high-rise buildings and commercial structures. It features a robust, multi-layered construction that provides superior fire protection and durability. The system is engineered to meet the stringent requirements of Group 1 fire resistance, ensuring the safety of occupants and the integrity of the building structure in the event of a fire.

Key features include:
- Superior fire performance (Group 1)
- High-strength, durable materials
- Versatile design options for various building types
- Proven track record in high-rise applications

For more information, contact your local James Hardie representative.



James Hardie Non- Combustible cladding alternatives to...

- Timber Claddings > Scyon Axon Woodgrain with stain finish
- Metal Composite claddings > Exotec Matrix & Scyon Vertical Stria
- Polystyrene Render > Comtex HardieTex & EasyLap
- New Façade Applications Supplement



Axon Wood Grain Stain Finish



- ▶ Available in 3 sheet sizes – 9mm FC sheets
- ▶ Recent projects built under JH design guidance using Cabot's specification
- ▶ Covers CFA/Fire Engineers concerns over combustible claddings on large multi-unit projects
- ▶ Up to 25 year warranty on stain finish available





Metal composite look – the James Hardie alternative



- ▶ Scyon Stria 16mm - can be installed horizontally and vertically (4.2m no horizontal joints required)
- ▶ Scyon Matrix and Exotec Express joint panels
- ▶ Extremely durable
- ▶ Unlimited finishes solutions
- ▶ Most cost-effective
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 James Hardie



Vertical Scyon Stria

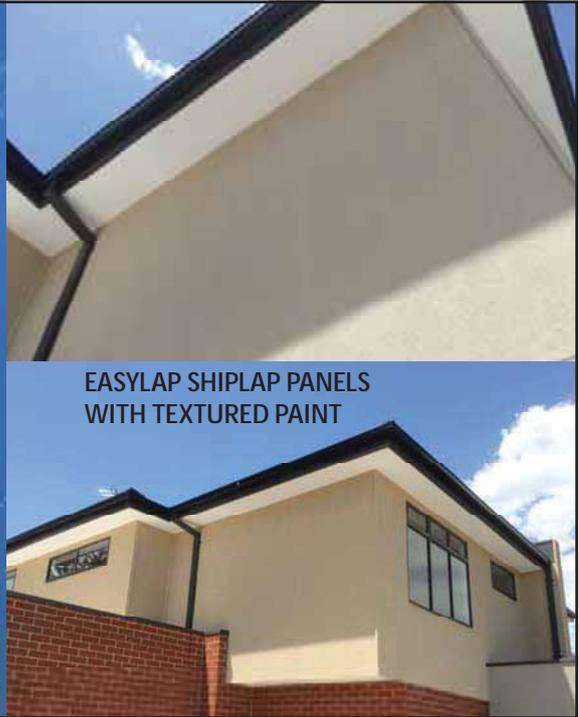
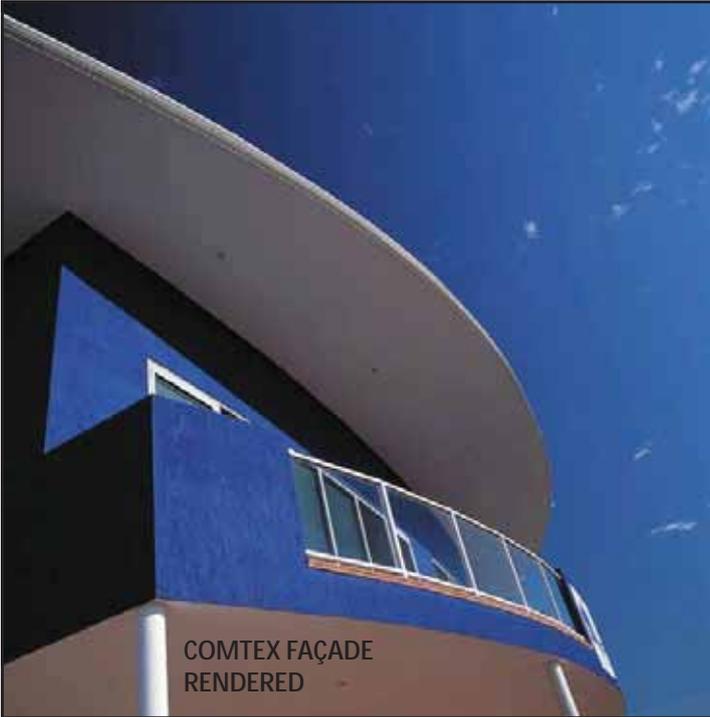


Exotec 9mm Compressed

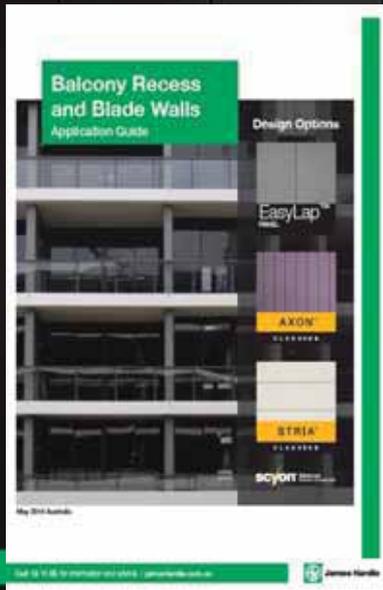


Scyon Matrix





James Hardie Non- Combustible Façade Applications



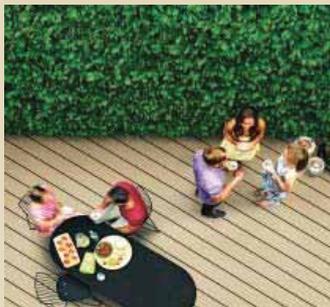


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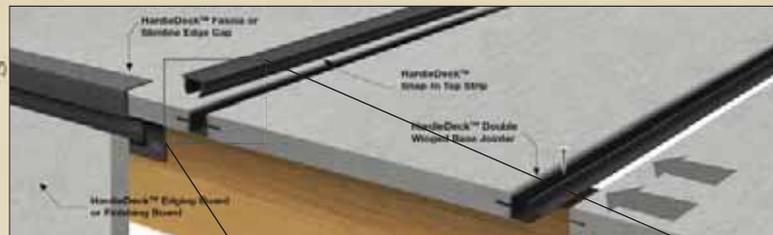
Custom designed boards and aluminium trim complete the system by providing edging and stair solutions



HardieDeck™
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The engineering and design approach

-  Bushfire Approved – Flame Zone (BAL-FZ)
-  Resistant to Flooding
-  Resistant to Termites
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-  Safe and Solid Underfoot
-  Wide Colour Choice
-  10 Year System Warranty



HardieDeck™
THE NEW BREED IN DECKING

Mainstream and durable coatings

The boards are sold with no coating, giving consumers the choice of final aesthetic.

The raw look is achieved with clear coats.

- Crommelin wet look paving and pool paving products provide durable good looks.

The wide colour range is delivered with paving paints

- White Knight, Crommelin and Haymes products all proven on HardieDeck™ fibre cement planks.
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HardieDeck™
THE NEW BREED IN DECKING

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James Hardie

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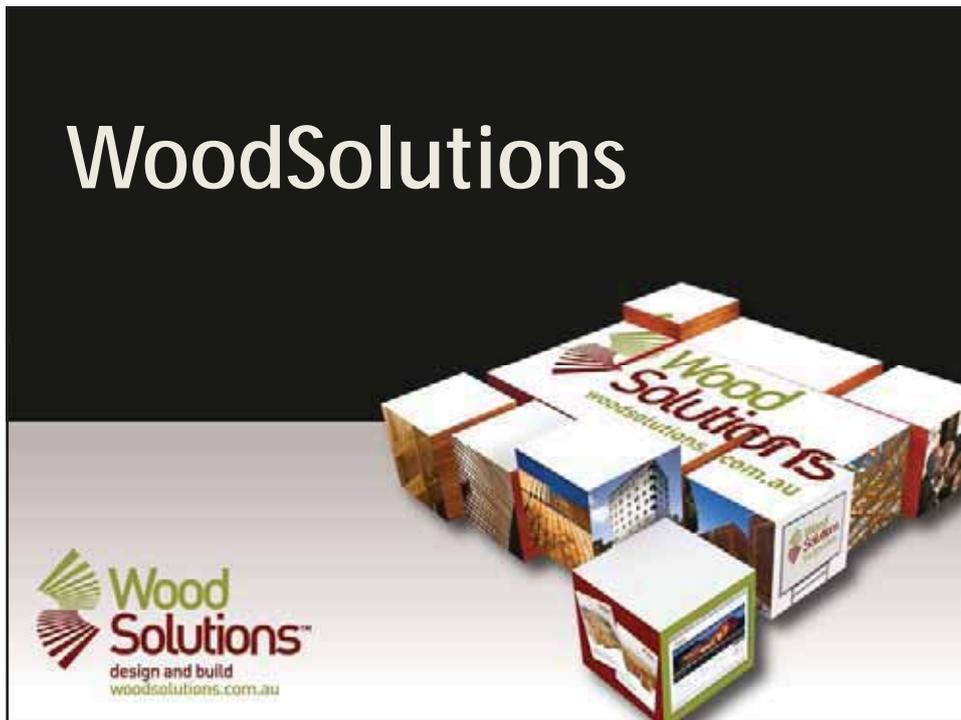
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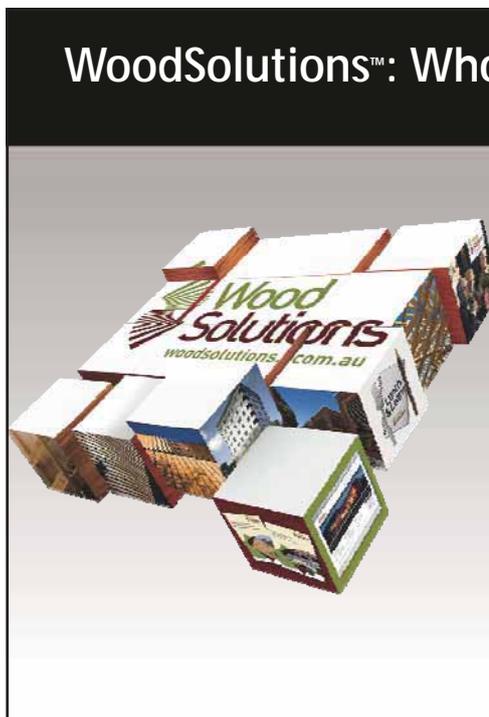
HardieDeck™
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WoodSolutions



WoodSolutions™: Who we are



An Australian industry initiative, resourced by Forest and Wood Products Australia (FWPA) –

For architects, engineers, designers, other building professionals and educationalists.

- inspiration
- information & resources



What WoodSolutions provides



Events



Technical Design Guides (24)



Interactive Website

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Technical Tutorials



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Ask an Expert categories include:

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- Preservative treatments and finishes
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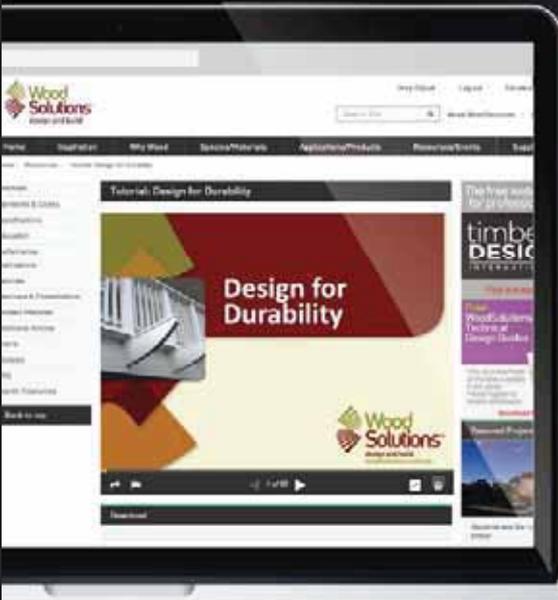
Monday	9:00am - 4:30pm
Tuesday	Closed
Wednesday	9:00am - 4:30pm
Thursday	Closed
Friday	9:00am - 4:30pm
Saturday	9:00am - 4:00pm
Sunday	Closed

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WoodSolutions tutorials are designed for design and building professionals and delivered by experts in the field.

Work groups of ten or more can book a tutorial delivered at their workplace (subject to availability).

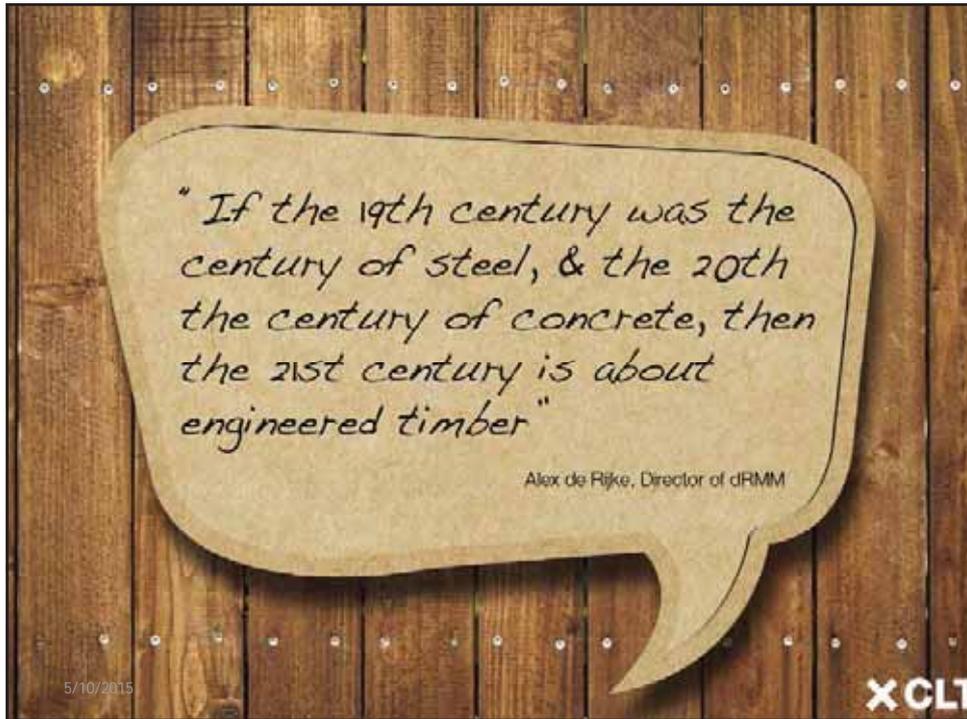
- 📞 [Contact us for more information.](#)
- 📅 [Find tutorials and seminars listed in the Event Calendar](#)

Watch online

You can also view a wide range of WoodSolutions presentations and videos online.

🔗 [Click here for more details](#)





Long Span Timber Portal Frames & Glulam



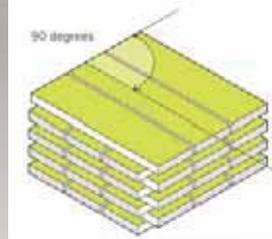
Pre or Post-Tensioned LVL/Glulam Box Beams



Post-Tensioned Timber Frames



Cross-Laminated Timber – CLT (Australia)



807 Bourke St
Victoria Harbour

10 storeys
23 apartments
4 townhouses



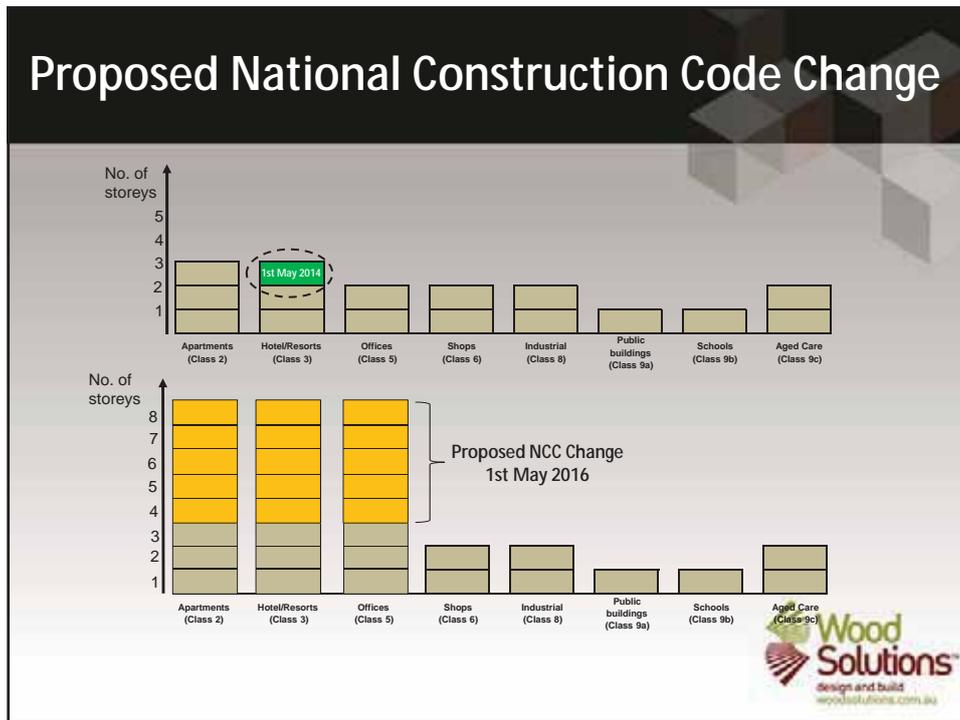
Project: Forte
Builders: Lend Lease
Location: Melbourne, Vic



Cross Laminated Timber

Docklands Library – Lend Lease
(3 storeys)

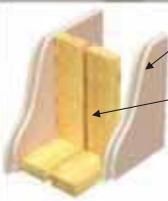




Fire-Protected Timber

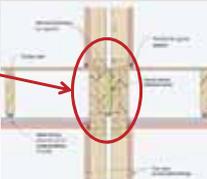
General Timber

- FRL lightweight timber-framed construction
e.g. 90, 120, 140 x 45mm
- Additional precautions to reduce risk of fire spread to cavities
e.g. Sprinkler system *plus* 2 x 13mm fire-grade plasterboard for walls, 2 x 16mm fire-grade plasterboard for ceilings
- Additional precautions to reduce risk if fire enters or starts in cavity
e.g. cavity barriers



Fire-grade plasterboard

Timber framing

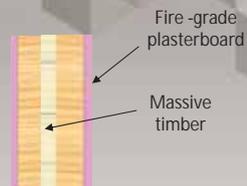



Wood Solutions
design and build
woodolutions.com.au

Fire-Protected Timber

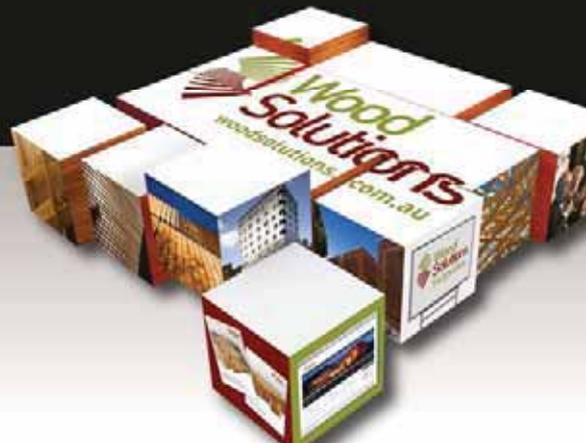
Massive Timber

- Minimum 75mm thickness of massive timber element, with required FRL, with no concealed spaces between plasterboard coverings and timber
e.g. CLT, Glulam, LVL
- Precautions to reduce risk of timber ignition
e.g. Sprinkler system *plus* 1 x 16mm fire-grade plasterboard for walls,
1 x 16mm fire-grade plasterboard for ceilings
- High inherent fire resistance of massive timber
- Comparable to minimum definition in US for heavy timber



WoodSolutions

For more information - visit
www.woodsolutions.com.au



THE SECRETS OF CLIENT ATTRACTION

- Building your Business & Personal Brand



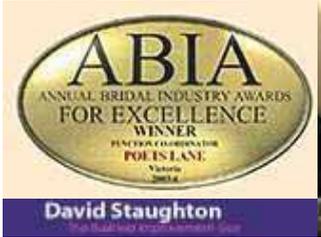
David Staughton
The Business Improvement Guy

BDAV AGM
October 2015

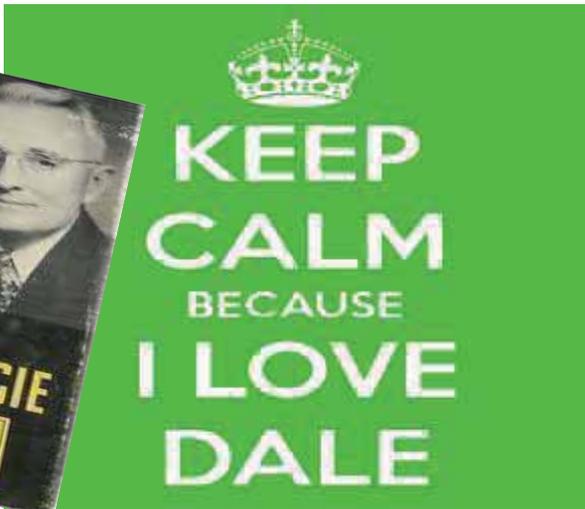
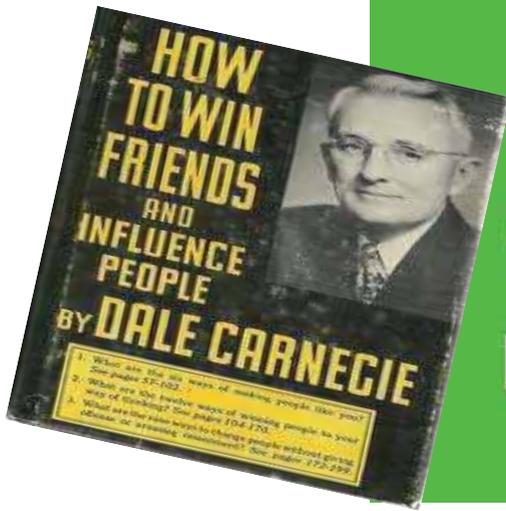
Professional Speaker & Team Trainer

www.bighat.com.au





David Staughton
The Ball and Event Management Group



David Staughton
The Ball and Event Management Group

MILLION DOLLAR QUESTION for HANDLING ENQUIRIES

– PRICE, AVAILABILITY & INFO

*“Just before I answer that
do you mind if I ask
a few quick questions?”*

David Staughton

FIND THE SOURCE OF ENQUIRY Q

*“Do you mind if I ask
how you found out about us?”*



DIFFERENT TYPES OF PROSPECTS

REGULARS & REPEATS – Higher Conversion & Sell More!

REFERRALS & REPUTATION – Keener Buyers

RESPONSE & RANDOMS – Low Conversion – Shoppers!

David Staughton

Some of DAVE's BIGGER CLIENTS



SEVEN STEPS TO SUCCESS

- ✓ **LOVE YOU** – Energy, Rapport & Trust!
- ✓ **LOVE BRAND** – Your Reputation (WOM)
- ✓ **LOVE PRODUCT** – Image, Presentation and Proof (Pics)
- ✓ **LOVE VALUE** – Reasons WHY? (Vs. Why Not?)
- ✓ **LOVE THE DEAL** – The Offer!, Extras, Availability & Price
- ✓ **LOVE DELIVERY** – Promise & Deliver
- ✓ **LOVE FOLLOW UP** – Relationships & Keeping in touch!

ALWAYS **ASK!** &

EXPLAIN VALUE BEFORE PRICE!

Don't be a **PREMATURE PRICE PRESENTER!**

David Staughton
Financial and Investment Advisor

GLOBALISATION, TRANSPARENCY & THE WEB



THE WEB IS DISRUPTING THE SLOW,
GEOLOCATED & INFO VENDORS

David Staughton

Principal and Co-Founder, GSA

A COMPETITIVE MARKETPLACE



David Staughton

Principal and Co-Founder, GSA

BATTLE FOR MARKET SHARE



1. DIVERSIFY!

Sell More Extras & Add-On Services

2. ALLIANCES

Working Together for Synergy

3. AGGREGATION

Getting Bigger – Reducing Costs

4. INNOVATION

Grow the PIE with new Business Models!

David Staughton

THREE PROBLEMS OF PROFESSIONALS

TOO FEW CLIENTS

SYMPTOMS

- Lonely Office
- Financial Pressure
- Tired/Depressed

SOLUTION - 😊

- More Marketing
- Customer Service

TOO MUCH TO DO

SYMPTOMS

- Overwhelm
- No Control/Time
- Cynical/Jaded

SOLUTION

- Systems & Staff
- Focus & Clarity

TOO MANY CLIENTS

SYMPTOMS

- Busy Busy Busy
- No Time/Life
- Poorly Rewarded

SOLUTION

- Pricing (inc/peak)
- Systems & Staff

David Staughton

SOME PROBLEMS WITH THE BUILDING DESIGNER BIZ MODEL

- ☒ HIGH \$\$ Value Clients but FEWER in number
- ☒ LOWER Repeat Rate (many one-off jobs)
- ☒ LONGER “Product Cycle” Times – months!
- ☒ SLOWER WOM/Brand Strength - (Few clients)
- ☒ CREATING One-Off Work (Not Replicating)

HIGH Client acquisition effort & costs

David Staughton

ATTITUDE REALLY COUNTS IN TURBULENT TIMES



Stressed out



Have a nice day!

David Staughton



BE A BEACON!

**Positivity
Optimism
& Love**





3 R's of CLIENT SERVICE

- **RELIABILITY**
 - Meets agreed Timelines/Deadlines
- **RESPONSIVENESS**
 - Timely & Efficient Updates and Regular Contact
- **REALLY UNDERSTAND THEIR WORLD**
 - In-depth first hand Industry Knowledge and Experience



"Quality Service Every time – Always available & Always deliver"

BRW Mar 17,2011

GET YOUR
LOVE GOGGLES
ON!

David Staughton
Principal and Engineering Lead

Cloud	Carbon	Convergence	Compliance	Catastrophe
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Change Brings Gifts

"Find the opportunity in change"

Mobile	Web & Tech	Green Energy	BICI	Skin in game	Making It Easier	More Comfort
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David Staughton
Principal and Engineering Lead

EXERCISE - DISCUSSION

ATTRACTING MORE CLIENTS

What STRATEGIES HAVE WORKED FOR YOU?

David Staughton

ALWAYS KNOW YOUR OUTCOMES



David Staughton

FORMULA FOR BUSINESS SUCCESS

G'DAY!

Get the
Work

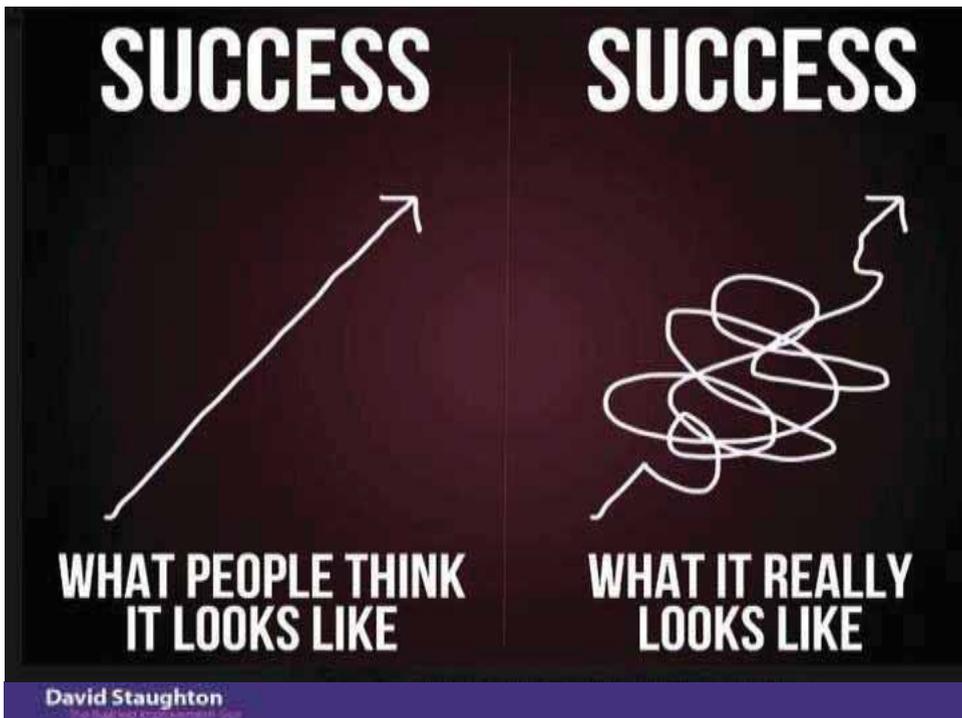
Do the
Work

Admin
& IT
Work

Work On
YOU &
Your TEAM

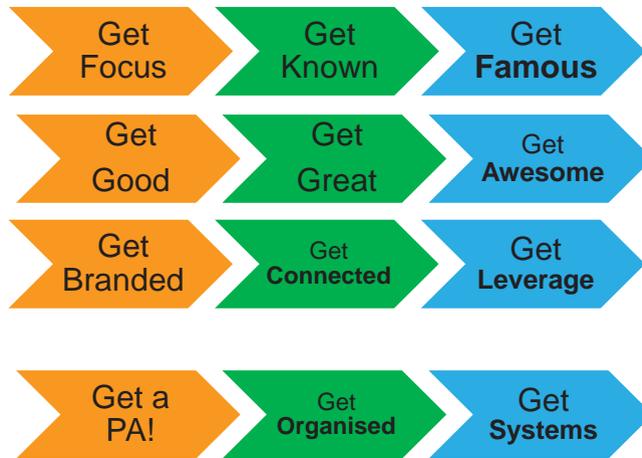
MAKE MORE EFFORT ON THE BITS
YOU DON'T LIKE

David Staughton



BEING AN EXPERT!

10,000 Hour Journey to Greatness



David Staughton



WHO? & WHY? - BUYER PERSONAS



Kath & Bill
Downsizer/Retirees



Mark & Sharon
Newbies



Jason & Fiona
Investors



Single Sam
1st home buyer



Mathew & Michelle
Upgraders



Kumar & Susha
Indian Couple



Ming & Chen
Chinese Couple



Kim
Single Mum

David Staughton

FIND YOUR NICHES
OVER TIME



Pick a Rich Niche

"These things, for these
people, at these times,
in these locations for this price"

CHOOSE THREE

David Staughton

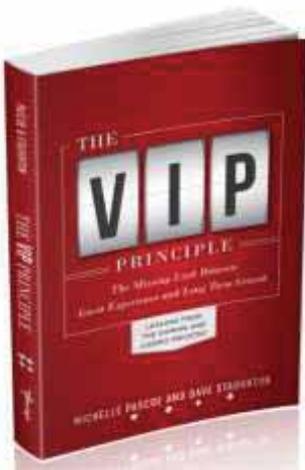
RICH NICHEs – Pick 2 or 3!

- **Geographic Niche** e.g. Local Area (20km Radius)
- **Industry or Sector Niche** e.g. Retail or Hospitality
- **Demographic Niche** e.g. Families / Retirees
- **Cultural Community Niche** e.g. Chinese / Indian
- **Special Interest Niche** e.g. Golf or Sustainable
- **Specialist Expertise - Product Knowledge Niche** (Panels)

GET REALLY AWESOME! - BE A NICHE EXPERT

David Staughton
The Multi-Sided Entrepreneurial Guide

BE A NICHEs EXPERT! – BLOG ABOUT IT & WRITE A BOOK



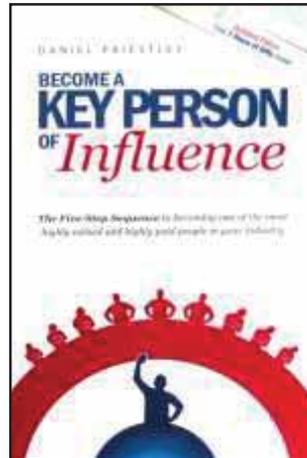
David Staughton
The Multi-Sided Entrepreneurial Guide

BUILDING YOUR PERSONAL BRAND

Become Famous as a Thought Leader

- ✓ COMMUNITY
- ✓ RESOURCE
- ✓ ONLINE
- ✓ WRITE
- ✓ SPEAK

CHAMPION A CAUSE !
PICK A FIGHT!



David Staughton

BUILDING YOUR DATABASE & TRIBE



- Past Prospects
- Prospects
- Contacts
- Clients
- Alliances
- Suppliers

+ ONLINE FOLLOWERS

David Staughton

COLLECT THEIR DATA!



David Staughton
Personalized Engagement Solutions

**FLOG
& FLEE!**



David Staughton
Personalized Engagement Solutions

USE YOUR BUSINESS CARD COLLECTION - THE POWER OF WEAK CONNECTIONS



Linked in

David Staughton

YOU CAN DO MORE WITH LINKED IN

Linked in



- ✓ Your Linked In **Bio Profile**
- ✓ Get **Recommendations**
- ✓ Join useful **Groups**
- ✓ Post Useful **Articles**
- ✓ LI COMPANY PAGE

- ✓ LI Phone App & Contacts

Mauro – Hotel Managers

David Staughton

LOW COST ONLINE CHANNELS



SISOMO & SOLOMO

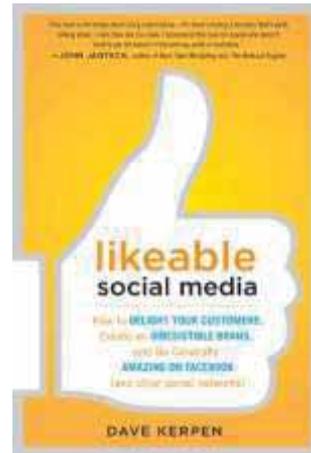
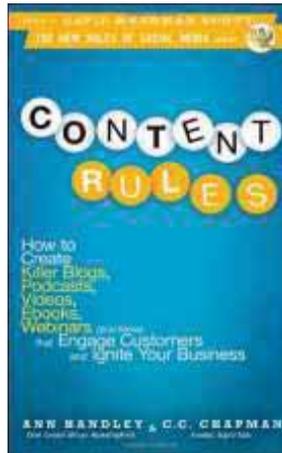
David Staughton
Principal and Engagement Lead



That's What Everyone is Talking About!

CONTENT THAT ENGAGES

- Articles
- E-Books
- FAQs
- Questions
- News
- Jokes
- Pictures
- Cartoons
- Videos
- Links



Social Objects

David Staughton

START WITH THOSE THAT LOVE YOU!

10 – 100 – 1000

Dunbar's Number
Saying NO!

David Staughton



David Staughton
 The Business Improvement Guy

ASK - DO YOU HAVE A CARD?



- ✓ Biz Cards
- ✓ Email Signature
- ✓ DL Flyers
- ✓ Signage & Car Signage
- ✓ Local PR & Sponsorship

HAND OUT THREE BUSINESS CARDS!

David Staughton
 The Business Improvement Guy

PROFESSIONALS SELL TIME! – PLAN YOUR YEAR WELL



SEASONALITY
PEAK / OFFPEAK TIMES

School Holidays –
Xmas/Jan, Apr, Jul, Sep
Public Holidays
Special Events

MULTIPLE TOUCH POINTS

- HAPPY NEW YEAR (Jan)
- EASTER CARD
- Mid Year (July)
- SPRING CARD
- XMAS CARD – send a personal Annual Report

Plus

- Monthly ENEWS
- Weekly BLOG
- Daily Posts on FB

David Staughton

PROFESSIONAL BUSINESS COACH

GETTING IT ALL DONE – GET HELP!

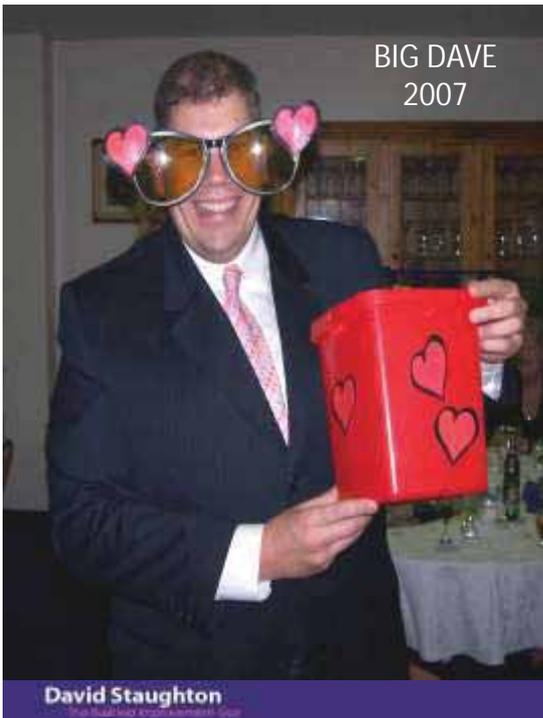
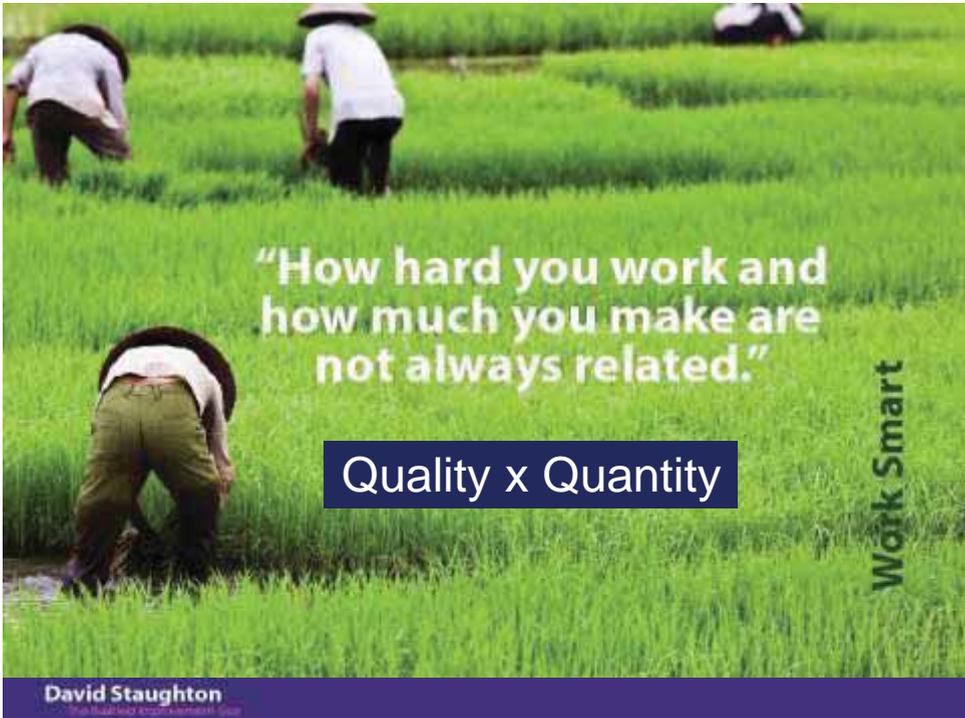
- Get a PA / Virtual PA
- Partnering / Co-opetition



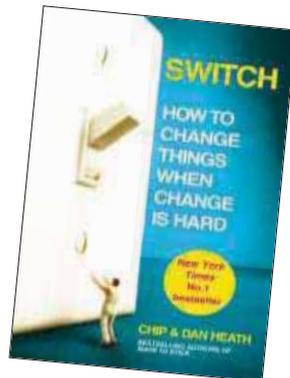
- www.virtualfreedom.com
- www.upwork.com
- www.fiverr.com
- www.elance.com

David Staughton

PROFESSIONAL BUSINESS COACH



IMPLEMENTING CHANGE
Changing Habits
takes time





David Staughton

Personal and Organizational Growth

**SMALL DAILY
IMPROVEMENTS
ARE THE KEY TO
STAGGERING
LONG-TERM
RESULTS**

David Staughton

Personal and Organizational Growth



BEST WISHES FROM BIG DAVE!

For a FREE COPY of

- this Powerpoint

www.bighat.com.au

Email: david@davidstaughton.com

STAFF, SALES & STRATEGY



David Staughton
Personal and Professional Growth