



## Reality TV reinforces industry stereotypes >>

POPULAR television programs such as *The Block* are not doing any favours for the property and construction industry, as they perpetuate the stereotype that the industry is not creative, is adversarial, and that the client can 'get away' with workmanship which is not duly regulated.

That was the view of one participant at a recent *Construction 2020* workshop, a forum where members of the property and construction industry came together to define the research and development needed to assist the industry to meet its goals to the year 2020.

The *Construction 2020* workshops were the result of a nationwide survey conducted late last year by the Cooperative Research Centre for *Construction Innovation*. Participants provided feedback on the *Construction 2020: A vision for Australia's property and construction industry* report, which was launched on a positive note by Minister Peter MacGauran, Minister for Science, and Minister Ian Macfarlane, Minister for Industry in Canberra in June.

According to Dr Keith Hampson, CEO of the CRC *Construction Innovation* and Workshop leader for *Construction 2020*, the feedback was two-pronged:

"We have been, and we want to continue to deliver essential outcomes to industry," he said. "What this *Construction 2020* feedback is giving us is valuable information about how the industry wants to look by the Year 2020, and what R&D is needed to get it there."

"Once the workshops are finished we'll take the feedback and create R&D from it that will support the industry to meet its goals," he added.

Hampson said that the feedback from the workshops, held in each capital city, was enlightening. Each drew participants from industry, Government and research institutions, and common themes arose, such as:

- Clients and innovation, the suggestion being that clients, consultants and contractors could all do better, especially as technology allows clients to express their requirements more clearly so that there is no mismatch between expectations and deliverables;
  - Sustainability is mainstream and must be business driven;
  - Current procurement practices lead to short term solutions and long term costs;
  - Industry has a willingness to learn, and to adopt a culture of improvement which partnering with R&D provides
- Feedback and suggestions from all *Construction 2020* workshops will be forwarded to the CRC Board, which will then refine the R&D of the Centre to ensure that it meets industry needs, is outcome orientated, and is geared towards meeting industry visions as defined in the *Construction 2020* Report.

For more information on *Construction 2020*, or to receive a copy of the Report, please call Catrina Waterson at CRC *Construction Innovation* on 07 3864 1393 or email [c.waterson@construction-innovation.info](mailto:c.waterson@construction-innovation.info). **BA**