

# Reality TV reinforcing stereotypes

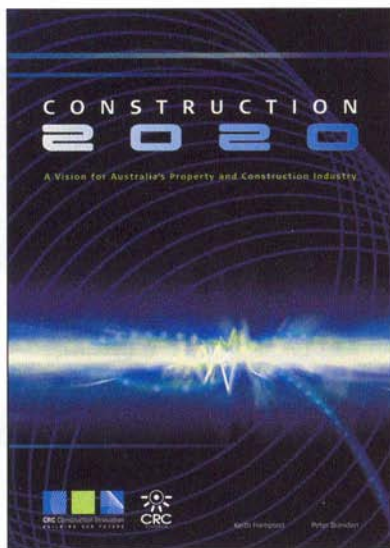
POPULAR television programs like “The Block” are not doing any favours for the property and construction industry, as they perpetuate the stereotype that the industry is not creative, is adversarial, and that the client can “get away” with workmanship which is not duly regulated.

This is what one participant had to say at a recent Construction 2020 workshop, a forum where members of the property and construction industry are coming together to define the research and development needed to assist the industry meet its goals to year 2020.

The workshops are the result of a nationwide survey and workshops conducted late last year by the Cooperative Research Centre (CRC) for Construction Innovation in order to gain industry feedback and ownership on what members of the industry thought it should look like up to the year 2020. From these workshops, CRC compiled a report titled *Construction 2020: A Vision for Australia's Property and Construction Industry*.

The team travelled Australia again, disseminating this report to industry members and gaining feedback and guidance as to the best R&D the CRC can do to make the visions in the Construction 2020 report come alive.

Dr Keith Hampson, ceo of CRC for Construction Innovation and workshop leader



## The Construction 2020 report captures the industry's vision for the future.

for Construction 2020 says the feedback is two-pronged: “We have been, and we want to continue to deliver essential outcomes to industry. 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. An industry led and industry fed R&D program – you can’t hope for more than that,” says Hampson.

CRC claims that the feedback from the workshops has been enlightening and participants have suggested common themes:

- ❑ Clients, consultants and contractors can 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 fed back into a report for the CRC Board, who will then refine the R&D of CRC to ensure their Centre is meeting 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 report call Catrina Waterson at CRC for Construction Innovation on 07 3864 1393 or email [c.waterson@construction-innovation.info](mailto:c.waterson@construction-innovation.info)*