



CRC for Construction Innovation

2004 International Conference - Clients Driving Innovation

In the last week of November, leading built environment practitioners and researchers from around the world gathered at Surfers Paradise for **Clients Driving Innovation**, an international conference hosted by the Australian Cooperative Research Centre for Construction Innovation.

Conference themes included international innovation, capturing and maintaining client requirements, procurement and risk sharing, health and safety, visualisation and information technology, and innovative asset management.

"Clients have the ability to drive innovation through their project delivery team, their purchasing power, through documentation standards, and developing regulations and codes," said Construction Innovation CEO, Dr Keith Hampson.

"Property and construction industry clients, designers, constructors and facility managers were able to exchange ideas and explore the latest research and industry case studies."

In opening the conference, the Queensland Minister for Public Works, Housing and Racing, Hon Robert Swarten MP noted that the construction industry is a major

driver behind Australia's economy, and predicted that it can do even better – and it is research and development that holds the key to smarter construction.

"Innovation and creative ideas will be the driving force behind a better, smarter construction industry. But the building and construction industry worldwide is traditionally slower to adopt research and innovate. Worse still, research from PriceWaterhouseCoopers in 2002 shows that the Australian construction industry has been even slower than its peers in all the leading economies," he said.

Keynote speakers included ACIL Tasman Executive Director Mr David Campbell, who presented a construction sector economic impact modelling tool, TG Construction.

Managing Director of the John Holland Group, Mr Bill Wild addressed occupational health and safety, particularly 'caring clients' that stand apart in the requirements they impose on themselves and their contractors.

Visual 4D models, valuable and cost-effective construction planning tools, were examined by Stanford University Professor Martin Fischer, who concluded that case studies have shown that more project stakeholders can understand a construction schedule more quickly and completely with 4D

visualisation than with traditional construction management tools.

Mr Pekka Huovila from Finland's VTT Building and Transport presented two examples of innovative communities in his address on sustainable development as key factor in the transition to a knowledge economy.

CSIRO Manufacture and Infrastructure researcher, Dr Greg Foliente highlighted the troubles caused when construction clients and the project team speak different 'languages' and have different ideas of value.

Dr Keith Futch from EastPoint Property Management Services Ltd (Hong Kong) foreshadowed that property managers can learn from the hospitality industry as their business focus moves from professional technical services to a lifestyle service industry.

The Cooperative Research Centre for Construction Innovation is a national research, development and implementation centre focused on the needs of the property, design, construction and facility management sectors. Further information can be found at www.construction-innovation.info



\\01 Keith Hampson

\\02 From left to right are:

- Frederick Bougrain, Centre Scientifique et Technique du Bâtiment (CSTB), France
- Martin Fischer, Centre for Integrated Facility Engineering (CIFE), Stanford University, USA
- Pekka Huovila, VTT Building and Transport, Finland
- Janet Holmes A Court, John Holland, Australia
- Peter Brandon, Centre for Facilities Management (CFM), Research Institute for the Built and Human Environment, The University of Salford, UK
- Dennis Lenard, Constructing Excellence, UK
- Keith Hampson, CRC Construction Innovation