

# FM Action Agenda: Towards a sustainable future

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The Facilities Management (FM) Action Agenda resulted from FMA Australia's advocacy efforts in late 2003. We demonstrated to the Australian Government that FM was a key integrator across a range of professions and services throughout the lifecycle of crucial infrastructure. During 2004 our strategic plan entitled 'Managing the Built Environment' (2005) was developed. This set out a 20 point action plan to improve the recognition of FM as the foremost contributor to a productive and sustainable Built Environment through improved innovation, education, sustainability and regulatory reform.

In concluding the third and final year of the FM Action Agenda's implementation phase, our thoughts are focussed on the future and the potential of the FM industry to make a difference. Over the past three (3) years significant progress has been made on a range of initiatives across the innovation, education, regulatory reform and sustainability platforms. The FM Action Agenda has not only enhanced FM's recognition locally in Australia with some 40 presentations to date, but has reached out globally via downloads, articles and conferences in Asia, Europe and North America.

The 2008 Transition Plan for the FM Action Agenda has now been approved and provides for tangible outcomes for industry and government, positioning FMA Australia as the peak industry body and custodian equipped to develop the initiatives and implement recommendations for continuing the FM Action Agenda legacy.

## 2006-08 Implementation Phase Highlights

**Commitment** – The mobilisation of an average of 65 volunteers per annum for the three (3) year Implementation Phase. Notably some 28 of those individuals acknowledged in the Year 3 Report have been involved for the entire 36 month duration, and for some the journey has been even longer.

This level of commitment combined with the outstanding support the FM Action Agenda has enjoyed from the private and public sector stakeholders and industry bodies locally and abroad is testament to the importance of the issues and the quality of FM people.

The quality of government and industry support for the FM Action Agenda as a unique collaborative initiative over an extended period has been consistently excellent, with too many supporters to name in this short update.

**Achievements** – If the FM Action Agenda's goals could be summarised into one word it would be "Recognition". However, the measurement of our success has been expressed in terms of the achievements across the Recognition Working Group platforms, some highlights included;

1. fostering of an Innovation culture and forum for FM with the website [www.fmactionagenda.org](http://www.fmactionagenda.org) and research projects on Services Procurement and Workplace Productivity leading to future guidelines
2. greater Education & Training focus fostering FM as a professional career path within Vocational, Technical and Higher Education, with Australia's first undergraduate FM degree program in 2007, and others in 2008 and a pilot scheme for a 'Workplace Training on Sustainability' program to commence in July 2008
3. advocacy for Regulatory Reform, namely increased national harmonization and regulatory requirements mapping along with a pilot on-line 'Legislation Guide' to improve compliance efficiency
4. support of Sustainability with broad industry liaisons and the development of "a Practical Guide to Sustainability for Operational Facility Managers" soon to be released by FMA Australia
5. FM Exemplar Project: Sydney Opera House research, publications and showcase presentations series, demonstrating 'FM as a business enabler'. The award winning FM Exemplar Project supported the FM Action Agenda in promoting the benefits of improved and integrated information systems, service delivery and performance benchmarking for the benefit of FM industry stakeholders and ultimately the community.

**Communications** – The FM Action Agenda's combination of issues and progress against an action plan was created by focused industry wide dialogue and implemented by FM focus area working groups. This, combined with timing, captured the imaginations and spoke to industry stakeholders, not just locally as intended but globally.

*"the FM Action Agenda has been remarkably successful, achieving on multiple initiatives, contributing significantly to the body of FM industry knowledge and demonstrating Australia's leadership in the FM profession globally"*

John McCarthy  
Chairman, FM Action Agenda Implementation Board  
and Chairman, AEH Group



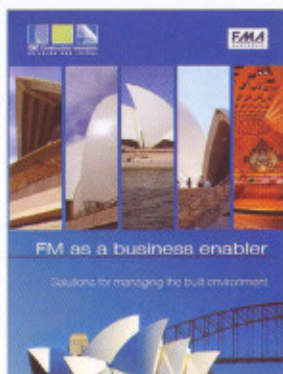


Recent examples have included presenting at FMA Australia's ideation 2008 on the Gold Coast in support of the theme of 'enabling sustainable communities'. Also in May but on the other side of the Pacific, the FM Action Agenda was the keynote at IFMA's California Sustainability Mayday in Sacramento [www.californiamayday.com](http://www.californiamayday.com) and sharing ideas with California Government representatives including Rosario Marin, Secretary of the State and Consumer Resources Agency for the California Government as the leader of Governor Arnold Schwarzenegger's Green Action Team responsible for implementing a policy aimed at 'greening' the state.

In June while presenting at the European Facility Management Conference (EFMC '08) in Manchester [www.euroforum.com/efmc2008](http://www.euroforum.com/efmc2008) there was the opportunity to join an international panel, which included the current Chairmen of EuroFM, IFMA, BIFM, Global FM and the RICS-FM Faculty, to examine FM trends and hot issues worldwide. Not surprisingly the FM Action Agenda was dealt with first, and recognised for its leadership.

Then closer to home, on 30 June, participating in the Property Council of Australia's Existing Building Solutions Summit 2008 in Sydney, and sharing the lessons learnt through the FM Exemplar Project. The sustainability challenge of reliving, maintaining and managing the Built Environment was the foremost issue.

The FM Action Agenda's achievements and conclusions are planned to be presented to industry, to date invitations have been accepted for 16 October in Dallas, 21 October in Beijing and 13 November in Sydney.



## Moving Forward

The FM Action Agenda's implementation phase officially concluded at the end of June 2008. However, it should be noted that it was always anticipated that many of the FM Action Agenda's initiatives would not have defined completion dates. This concept of continuing improvement and expanding opportunities has been incorporated within the 2008 Transition Plan. Hence, our Recognition Working Groups completion targets by Action and the resulting deliverables have not all been set at "100%" for handover.

In line with the Implementation Board's wish to ensure that the ideas progress and that the intellectual property is preserved, the Transition Plan generally anticipates that FMA Australia will be the principal future custodian to continue the FM Action Agenda legacy.

The FM Action Agenda: 2008 Transition Plan sets out Implementation Phase achievements, deliverables and recommendations intended to influence the future of the FM industry.

Full details are available in the **FM Action Agenda: Year 3 Implementation Report** to be released soon. Should you wish to receive a copy of the concluding **FM Action Agenda: Implementation Year 3 Report** you can contact:

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