Our research incorporates a balance of short, medium and long-term activities and a portfolio of projects that reflect the diversity of the property and construction industry and the lifecycle of the constructed product. Research projects undergo a rigorous selection process based on their ability to make a real difference to industry, their research quality and compatibility with partner needs and capabilities, and their potential for industry development or commercialisation. Our research focuses on the following core areas integrally underpinned with advanced applications of Information and Communication Technology (ICT):

A: Business and Industry Development
B: Sustainable Built Assets
C: Delivery and Management of Built Assets

Research Programs are led by Program Directors and Deputy Program Directors. The Program Director derives from one of our research partner organisations while the Deputy Program Director derives from our industry partner organisations.

Executive Summary
Strategic Plan
2005-2008
### Strategic Plan 2005–2008

#### Executive Summary

**Our Vision**
- To lead the Australian property and construction industry in collaboration and innovation.

**Our Mission**
- To deliver tools, technologies and management systems that will improve the long-term effectiveness, competitiveness and dynamics of a viable construction industry in the Australian and international contexts. This will be achieved through greater innovation in business processes, strengthened human relations and ethical practices, and more effective interactions between industry and its clients.
- To drive healthy and sustainable constructed assets and optimise the environmental impact of built facilities through a sound conceptual basis for economic, social and environmental accounting of the built environment, virtual building technology to examine performance prior to documentation, construction and use, and through assessing human health and productivity benefits of smart indoor environments.
- To deliver project value for stakeholders for the whole-of-life, from business need, design and construction through to ownership, asset management and reuse through improved communication and use of knowedge, increases productivity and value, and effective ownership and management of assets.

**Our Objectives**
- To enhance the contribution of long-term scientific and technological research and innovation to Australia’s sustainable economic and social development.
- To enhance collaboration between researchers, industry and government, and to improve efficiency in the use of intellectual and research resources.
- To create and commercialise export tools, technologies and management systems to deliver innovative and sustainable constructed assets to further the financial, environmental and social benefit to the construction industry and the community.

**Our Values**
- Leadership
- Respect for People
- Innovation and Sustainability
- Community
- Research excellence
- Leadership Responsibility

**Achieving Our Plan**

Working collaboratively, our education, communication and commercialisation programs will play a critical role in supporting our core research activities to disseminate the outcomes and benefits to all partners, the industry and the broader community.

### Goal: To be recognised as a reputable and prominent source of relevant data and applied research within the industry.

**Strategies**
- To be the focus for construction and property research within Australia and to be internationally recognised as the reference point for Australian research.
- To be known as the leader developer of at least three major innovations that will fundamentally change the Australian property and construction industry.
- To provide benefits to Australian industries to develop their competitiveness in the national and global marketplace.
- To create outcomes that will lead to significant economic, environmental and/or social benefits to our partners, the Australian property and construction industry and the community.
- To be positioned to provide ongoing research support for the needs of the Australian property and construction industry.

**Key Performance Indicators**
- Satisfaction of partners and users, and value to industry.
- Increase volume of research contribution to CRC.
- Adoption of research results/techniques by partners.
- Increase national and international collaborations.
- Increase in industry innovations and shifts in the knowledge base.
- The development of improved standards of design and construction.
- Contribution by CRC participants in developing public policy initiatives.
- Strength of collaboration achieved in research development between researchers and industry.
- External recognition of Construction Innovation as a leader in collaborative and innovative research in Australia.

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<tr>
<th>Critical Success Factors</th>
<th>Goal</th>
<th>Strategies</th>
<th>Key Performance Indicators</th>
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<tr>
<td><strong>External Communication</strong></td>
<td>To enhance the value to Australia of graduate researchers.</td>
<td>Provide input to university, TAFE and VET curriculum development. Provide scholarship funds and a focus of industry reference for high quality PhD and Masters students. Identify education and training opportunities from research projects. Promote opportunities for continuous professional development for industry and research personnel, ideally linked to certification processes. Work with existing professional development providers such as professional associations.</td>
<td>Uptake of Construction Innovation inputs to curriculum. Co-supervision of students by industry partners. Uptake of Construction Innovation Research Scholarships by quality candidates. Growth in numbers of industry users involved in research training. Alliances delivering Construction Innovation research outputs to industry. Growth in value of research training sponsorship awarded by government and industry for research and study related to CRC projects.</td>
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<td><strong>Commercialisation</strong></td>
<td>To position Construction Innovation as leading property and construction research organisation.</td>
<td>Targeted promotion of Construction Innovation research activities to the property and construction industry and the community to confirm Construction Innovation as leading property and construction research in Australia. Use simple, sharp messages to identify industry impacts. Development of robust and rigorous communication for government and industry. Target industry influencers.</td>
<td>Press releases raising profile of Construction Innovation and its partners in the promotion of collaboration and innovation. Growth in numbers of publications recognised as key by industry and academic partners. Numbers of papers presented to national and international conferences and promotional activities. Number of presentations to partners, industry and community groups.</td>
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<td><strong>Research &amp; Training</strong></td>
<td>To provide Construction Innovation with effective management.</td>
<td>Identify the important drivers for each Construction Innovation Participant and better meet these needs. To increase our financial base and to deliver on our Commonwealth goals. Leverage research activities to create a larger critical mass of research effort. Effective leadership and coordination of industry, government and research participants. Provide administrative support at the Program level.</td>
<td>Satisfaction of participant and Commonwealth financial and research management systems. Effective Centre operations across all Commonwealth programs. Collaborative transactions with industry or government partners, including research projects. Growth in number of additional collaborations annually, particularly with industry. Growth in repeat collaborations with partners on projects and related activities.</td>
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