



Want to find out more about how to become involved in retrofitting projects?

Register to attend the ***Retrofitting Opportunities for Manufacturing Businesses Program***, a series of three full-day workshops and up to five hours one-on-one assistance to be conducted by Arup that will help manufacturing businesses understand the opportunities available to them in environmental building retrofitting projects both locally and in export markets, including the City of Melbourne's 1200 Buildings project.

The workshops will allow businesses to explore opportunities that relate specifically to them and to develop business cases for taking action and making investment.

Businesses who undertake workshops will also receive one-on-one assistance from Arup tailored to their specific business needs and objectives.

Who should attend?

The *Retrofitting Opportunities for Manufacturing Businesses* program is targeted at Victorian manufacturing businesses with current or future capability to produce key products used in building retrofits.

Workshops

Workshop 1: Opportunity scoping for business

Objective: Understand the opportunities related to environmental building retrofitting projects including the City of Melbourne's 1200 Buildings program as well as other national and export opportunities. Participants will explore opportunities relevant to their business and products.

Workshop 2: Positioning for 'green product' supply

Objective: Understand the key procurement success factors for participants competing to sell products to 'green' purchasers. Participants will explore how to ensure their product competes most effectively.

Workshop 3: Develop action plan for each participant to pursue opportunities identified in workshops 1 and 2.

Objective: Participants clarify the actions required for their business to take advantage of the retrofit product market and identify key steps to obtaining executive support for taking action and making investment.

Five hours of one-on-one assistance from Arup

The program includes up to five hours of one-on-one assistance to participants, provided by Arup to further develop action plans to pursue opportunities identified in the workshops. One-on-one assistance can be as a block or over a maximum of two sessions.

**Dates:**

Participants must ensure that they attend all three workshops:

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| Workshop 1 | 11 August 2011 | 9.00am – 3.00pm |
| Workshop 2 | 25 August 2011 | 9.00am – 3.00pm |
| Workshop 3 | 8 September 2011 | 9.00am – 3.00pm |

Venue:

Department of Business and Innovation (DBI)
121 Exhibition Street, Melbourne 3000

Cost:

\$750 per participant, includes three full-day workshops and up to five hours of one-on-one assistance.

Payment can be made online via the registration page at www.icnvinc.org.au. Full payment is required before participating in the program.

Registration

Register your attendance through ICN's Events page – visit www.icnvinc.org.au

Further information:

Contact Gavin Lewis on 03 8689 2528 or gLewis@icnvinc.org.au with any questions regarding the workshops and registration.

For further information on the City of Melbourne's 1200 Buildings program visit www.melbourne.vic.gov.au/1200buildings

Arup was commissioned by the VIMC to investigate potential opportunities for Victorian manufacturers arising from environmental retrofitting projects, specifically focussing on the example of the City of Melbourne's 1200 Buildings project. Download the full report at http://www.business.vic.gov.au/BUSVIC/STANDARD/PC_64036.html