Green Building Council Australia

Green Building Council of Australia

Strategy 2030 and beyond

FY2027 – FY2030



Eumemmerring Business Park, VIC, Goodman Property
5 Star Green Star – Buildings v1

Building Australia's next decade

The next decade will be one of the most important in Australia's history.

The decisions we make today will shape the homes, workplaces and communities Australians rely on for generations to come. And the built environment sits at the centre of that challenge – and that opportunity.

At its heart, this strategy is about people. Creating places that are healthier, more resilient and more affordable to operate. Places that strengthen communities, restore nature and improve quality of life, informed by First Nations knowledge and connection to Country.

Over the past two decades, GBCA has worked alongside industry to make sustainability part of mainstream decision-making. This strategy sets out the next chapter. Our vision for a built environment that is climate positive, resource efficient, nature positive, healthy and resilient.

The progress we have made has been built on the collective efforts of our members, partners, governments, communities and industry. The progress we make over the next decade will be too.

Davina Rooney

Davina Rooney
Chief Executive Officer



UTS Central, NSW, University of Technology Sydney.
5 Star Green Star – Design & As Built v1.1

The case for change

The risks shaping the built environment are changing. Seven of the ten most significant global risks over the next decade are linked to sustainability – extreme weather, biodiversity loss, resource shortages, pollution. These are no longer environmental issues alone. They are economic and business risks influencing investment, policy, insurance markets and community expectations.

Our members see these challenges locally too. Through our strategy consultation, they identified climate mitigation, resilience, circular economy, embodied carbon and nature-based solutions as their highest priorities.

Three interconnected areas emerge where the built environment can have the greatest impact:

- **Climate action**
- **Resource and circularity**
- **Health, equity and wellbeing**

These priorities will guide GBCA's work to 2030 and beyond.



Of the World Economic Forum's risks* for the next decade,
7 relate to sustainability megatrends.

2026's long term risk

1. Extreme weather
2. Biodiversity loss and ecosystem collapse
3. Critical change to Earth systems
4. Misinformation and disinformation
5. Adverse outcomes of AI technologies
6. Natural resources shortages
7. Inequality
8. Cyber insecurity
9. Societal polarisation
10. Pollution

Sustainability megatrends



Members' top 5 megatrends

Our members agree as the planet's risk profile shifts*, a sustained focus on sustainability remains critical

1. Climate Mitigation
2. Climate Resilience
3. Circular Economy
4. Embodied materials
5. Nature based solutions



Shepparton Art Museum, VIC, Monash University.
6 Star Green Star – Design & As Built v1.2

Our purpose

Leading the sustainable transformation of Australia’s built environment

For over 20 years, GBCA has helped to transform Australia's built environment by setting sustainability benchmarks, building capability, influencing policy and bringing industry together. While the challenges facing our sector continue to evolve, our purpose remains unchanged.

The future we're working towards

OUR TARGETS FOR 2035

Climate resilient and positive places

All-electric, efficient, climate-resilient buildings powered by renewable energy and built with **60% less upfront carbon.**

Circular places

The built environment has **tripled** its circularity rate to at least 15%.

Nature positive places

All developments deliver at least a **10% biodiversity net gain** and invest in restoring nature.

Healthy places

Buildings and communities are designed to **improve health and wellbeing** for people and nature.









How we will get there

Achieving our vision requires industry-wide collaboration, credible standards and a capable, trusted organisation. We create change through five interconnected pillars:

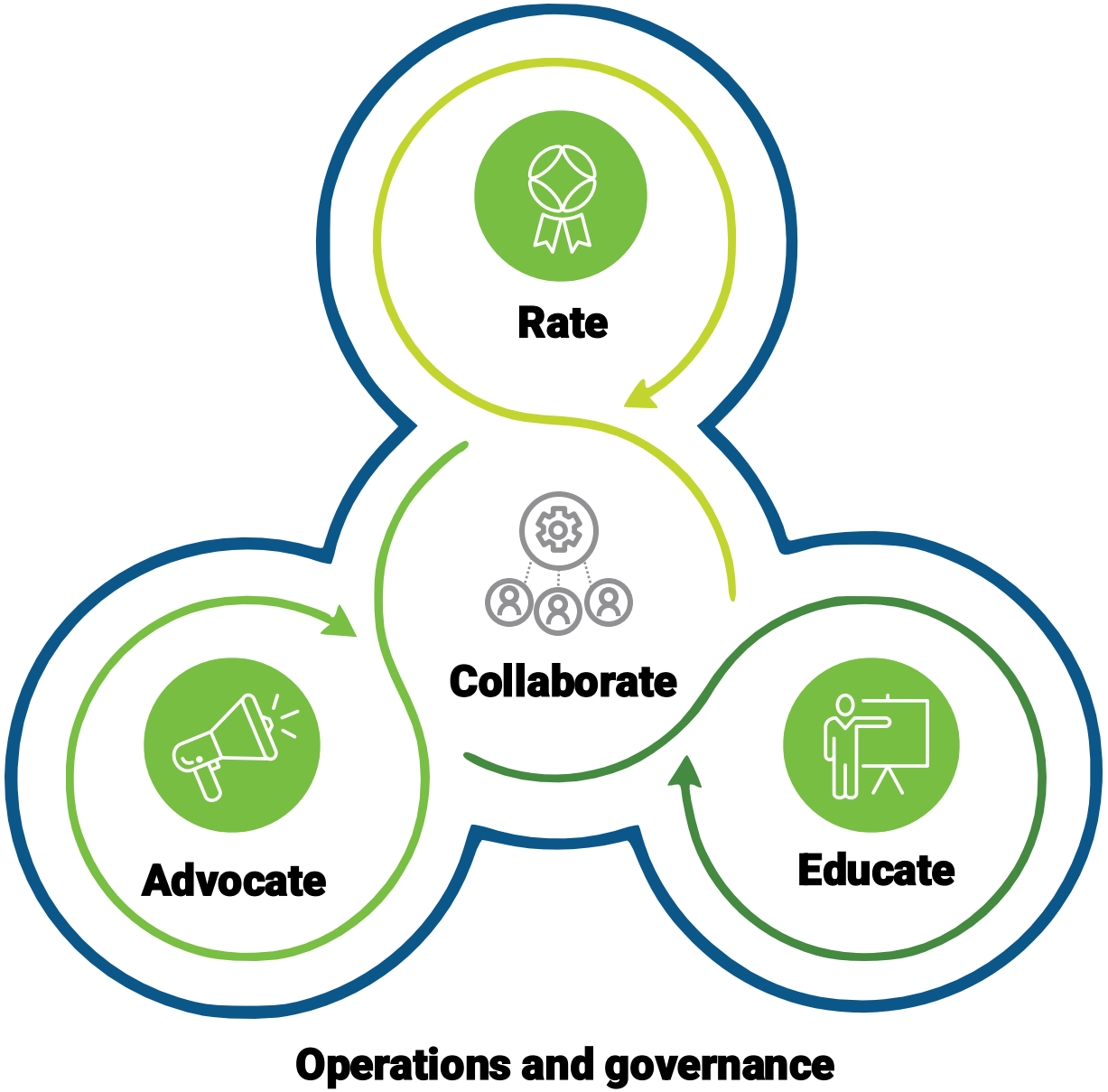
Rate
Setting the benchmark for sustainability leadership through Green Star.

Advocate
Influencing policy, investment and market settings to accelerate the transition.

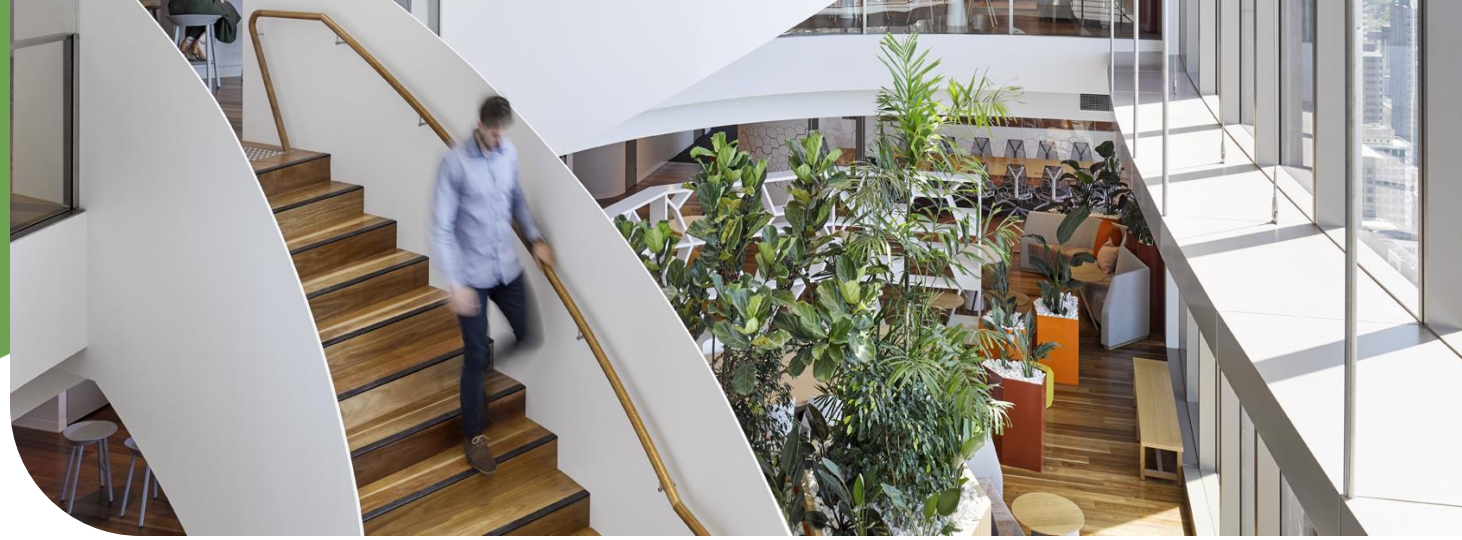
Educate
Building capability through education, training and research.

Collaborate
Bringing industry, government and communities together to drive collective action.

Operations and governance
Ensuring we have the systems and capability needed for trusted, long-term impact.



Our strategic priorities



1 William St, QLD, Cbus Property 5 Star Green Star – Performance v2

1

Be the national authority on sustainability in the built environment and a global influence

2

Shape our sector's response to climate action and resilience, circularity, nature and emerging megatrends

3

Ensure Green Star continues to set the benchmark for sustainability leadership

4

Grow our focus into other sectors and opportunities

5

Build a future-ready GBCA

Strategic priority 1

Be the national authority on sustainability in the built environment and a global influence

Australia's built environment has a critical role to play in addressing climate change, restoring nature, improving resilience and creating healthier communities. Achieving this transformation requires trusted leadership, credible evidence and strong partnerships across industry, government and finance.

Over the next decade, we will continue to raise the profile of GBCA and Green Star and strengthen our role as a national and global voice for sustainability in the built environment. We will work with governments, investors, industry leaders and international partners to accelerate progress and ensure Australian leadership continues to influence sustainability outcomes around the world.

Our focus

- Policy and advocacy
- Sustainable finance and disclosure
- International leadership and collaboration
- Industry thought leadership

What success looks like by 2035

Australia is recognised as a global leader in sustainable buildings and places with sustainability embedded in policy, investment decisions, industry practice and market expectations.

Gugan Gulwan Youth Aboriginal Corporation Accommodation Building, ACT, ACT Government. 5 Star Green Star – Buildings v1



Strategic priority 2

Shape our sector's response to climate action and resilience, circularity, nature and emerging megatrends

The risks and opportunities facing the built environment are evolving rapidly. Climate change, biodiversity loss, resource constraints, technological change and increasing expectations from investors and communities are reshaping how buildings and places are designed, delivered and operated.

We will continue to help industry navigate these challenges by developing practical pathways, thought leadership and market frameworks that support action.

Through initiatives such as the Climate Positive Roadmap, Nature Positive Roadmap and our sustainable finance, circular economy and responsible products programs, we will help define what leadership looks like in a rapidly changing world.

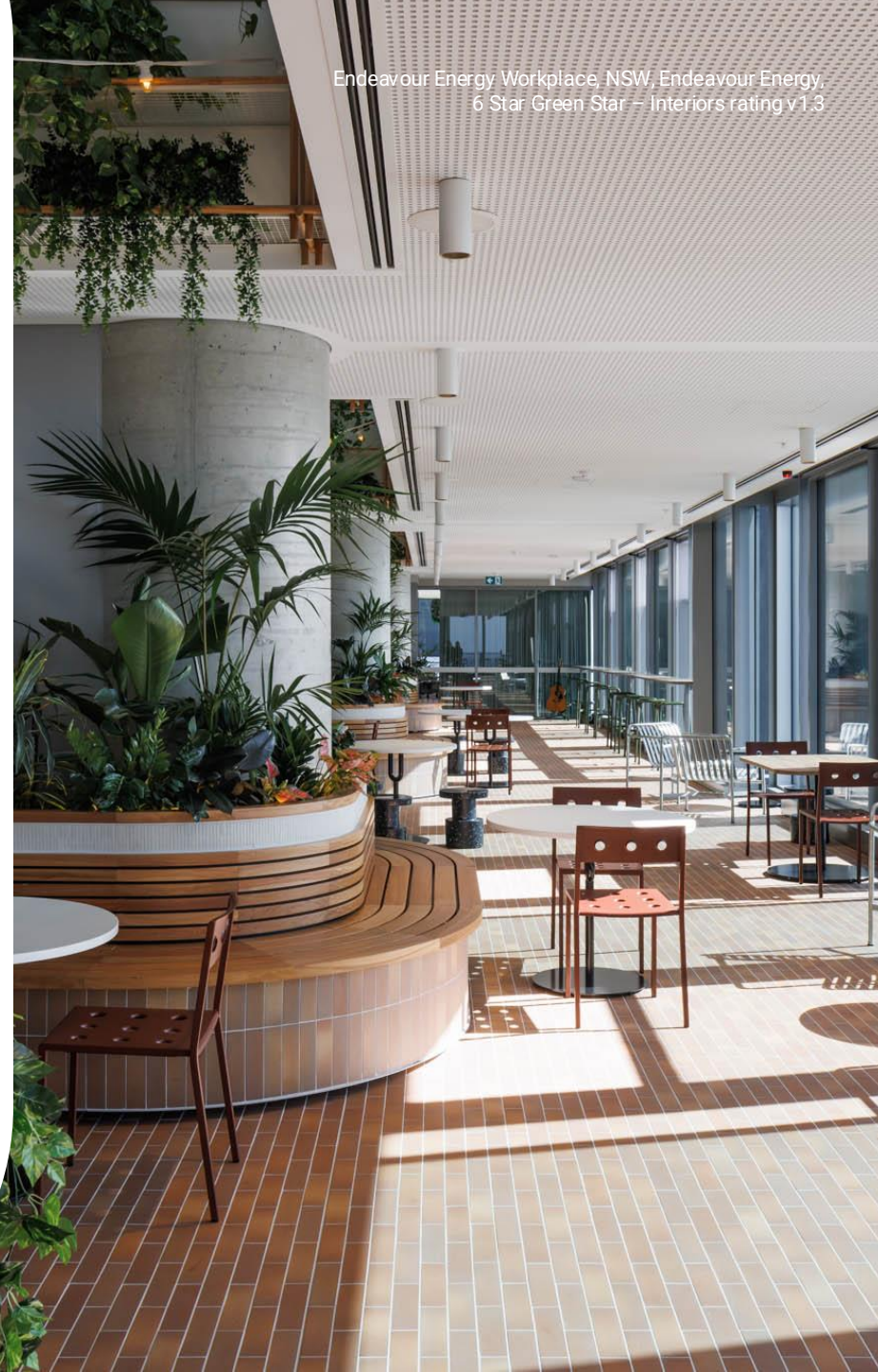
This includes promoting approaches that recognise the importance of place, nature and connection to Country in creating resilient, regenerative and sustainable communities. We will also explore how the built environment can create greater social value through healthier, more equitable and connected places.

Our focus

- Climate action and resilience
- Nature positive development
- Circular economy and resource efficiency
- Embodied carbon reduction
- Emerging sustainability challenges and opportunities

What success looks like by 2035

Through GBCA's influence, the built environment is all-electric, highly efficient and powered by renewable energy, with 60% less upfront carbon, 15% circularity rate and measurable positive outcomes for nature including a 10% biodiversity gain.



Endeavour Energy Workplace, NSW, Endeavour Energy, 6 Star Green Star – Interiors rating v1.3

Strategic priority 3

Ensure Green Star continues to set the benchmark for sustainability leadership

For more than two decades, Green Star has helped transform Australia's built environment by setting a clear benchmark for sustainability leadership. As expectations continue to evolve, Green Star will continue to evolve with them.

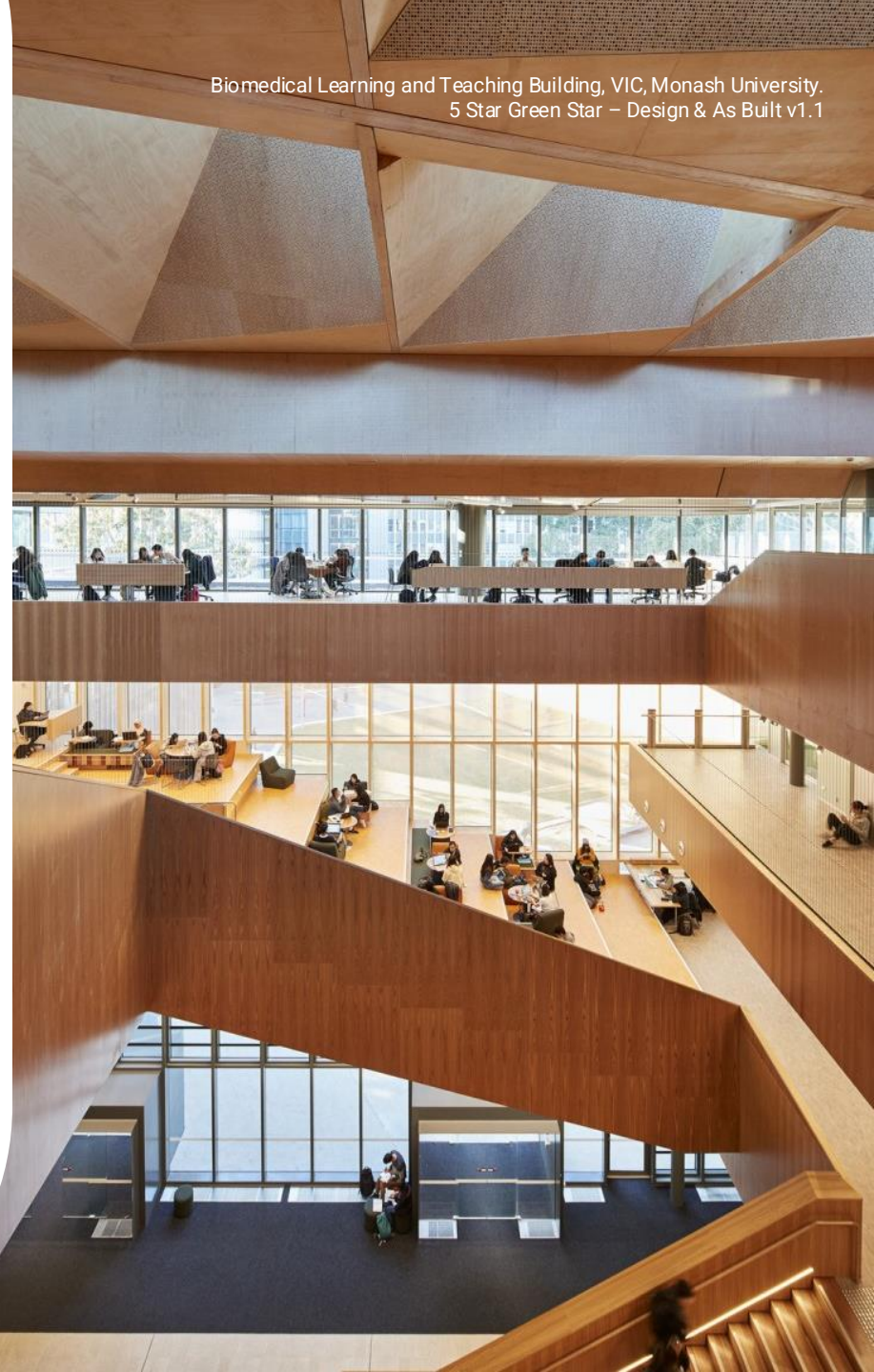
We will ensure Green Star remains relevant, practical and ambitious, helping industry respond to emerging challenges while delivering outcomes that matter for people, communities and the environment. As the built environment evolves, Green Star will continue to evolve with it, recognising and rewarding leadership in areas such as electrification, upfront carbon reduction, circularity, healthy indoor environments, social value, First Nations inclusion and connection to Country. Through continuous improvement and innovation, Green Star will provide industry with a trusted pathway to sustainability leadership.

Our focus

- Continuous evolution of Green Star
- Global leadership and credibility
- Customer experience and accessibility
- Sustainable finance alignment
- Innovation and digital transformation

What success looks like by 2035

Through continued uptake, Green Star remains the trusted benchmark for sustainability leadership, driving measurable outcomes across buildings, fitouts, communities and emerging sectors.



Biomedical Learning and Teaching Building, VIC, Monash University.
5 Star Green Star – Design & As Built v1.1

Strategic priority 4

Grow our focus into other sectors and opportunities

The transition to a sustainable built environment requires action across every asset class, sector and stage of the value chain. While significant progress has been made, new opportunities continue to emerge as industries respond to changing government priorities, market expectations and sustainability challenges.

We will continue to expand our influence into sectors where sustainability outcomes can deliver significant environmental, social and economic benefits. By working with industry leaders, governments and supply chain partners, we will help accelerate the adoption of sustainable practices across the broader built environment.

New focus areas

- Data centres
- Residential apartments
- Healthcare
- Education
- Products, materials & supply chains

Continued focus areas

- Industrial
- Homes
- Office
- Retail
- Social infrastructure
- Infrastructure

What success looks like by 2035

Sustainability leadership extends across the full built environment ecosystem, with Green Star and GBCA influencing decisions from design and construction through to operation, procurement and investment.



Williamstown High School Bayview Campus, VIC, Department of Education and Training Victoria. 5 Star Green Star – Education PILOT

Strategic priority 5

Build a future-ready GBCA

Delivering meaningful change across the built environment requires a strong, capable and future-ready organisation. As technology continues to evolve, GBCA will invest in the systems, people and processes that support our mission – operating more efficiently, reducing friction and delivering better experiences for members, industry and Green Star users.

We will strengthen our digital capability, embrace emerging technologies and maintain robust governance. This will result in more streamlined processes, faster and higher-quality service, and greater impact across the built environment.

Our focus

- Digital transformation
- Artificial intelligence and innovation
- Organisational capability and culture
- Governance and financial sustainability
- Operational excellence
- Member, industry and user experience

What success looks like by 2035

Our people have the tools and capability to operate a high-performing organisation. Members, industry and Green Star users experience a more connected and responsive GBCA where interactions are simpler, faster and more valuable at every touchpoint.



Building on over two decades of impact

As of 30 June 2026, we have issued 9,860+ certifications against more than 4,300+ individual buildings, fitouts and communities.

1.2 million people
visit and heal in Green Star certified hospitals each year (478,000 inpatients plus 749,000 emergency/outpatients)

77 millions sqm
of building space is Green Star certified

180,000+ people
will live in Green Star rated apartment buildings, including student residences

21,500+ ha
of Green Star Communities certified

10% of Australia's workers
can be accommodated in Green Star certified offices each day

3.8 million people
visit a Green Star rated shopping centre each day

1.1 million+ people
will live or work in the Green Star communities we have certified, including 660,000+ residents and 450,000 workers and students

Transformation happens through collaboration

Our members are developers, investors, builders, designers, engineers, product manufacturers, governments and sustainability professionals working together to create a better built environment.

We know meaningful change is possible because we've seen it happen. Over the past decade, industry has transformed the conversation around carbon, moving sustainability from the margins to the mainstream. Sustainable finance has accelerated that shift – unlocking capital for projects that might otherwise have struggled to get off the ground and raising the bar for what the market expects.

Challenges that once seemed complex and ambitious are now widely accepted as part of good practice. The task ahead is different, but the lesson remains the same: when industry comes together around a shared goal, we can achieve remarkable progress.



Building a sustainable future

The decisions we make today will shape Australia's built environment for generations to come. Together, we can lead the sustainable transformation of the built environment



1 William St, QLD, Cbus Property
5 Star Green Star – Performance v2