



RESEARCH²STRATEGY

AGIC
PROJECT RATING TOOL DESCRIPTOR SURVEY

Research Report

FEBRUARY 2011

Research Background

The Australian Green Infrastructure Council (AGIC) is developing a sustainability rating scheme for infrastructure. The rating scheme will measure governance, social, economic and environmental factors to be applied across the design, construction, operation and decommissioning stages of infrastructure delivery.

AGIC commissioned Research2Strategy to assist in developing a survey instrument to gauge member views on a 'Project Rating Tool' descriptor. In particular, member views were sought on how the rating tool can be described on award.

Methodology

Survey Monkey®, an online survey interface was used to host the survey. A link to the survey was provided via the AGIC website to enable members to complete the survey.

The survey was 'live' from 24 November 2010 to 14 February 2011.

Research2Strategy collated and analysed n=148 surveys. The findings of the research are summarised in this report.

- Data Tables provided by Survey Monkey® are contained in the Appendix.
- A copy of the Survey Monkey® survey instrument used is contained in the Appendix.

Research Summary

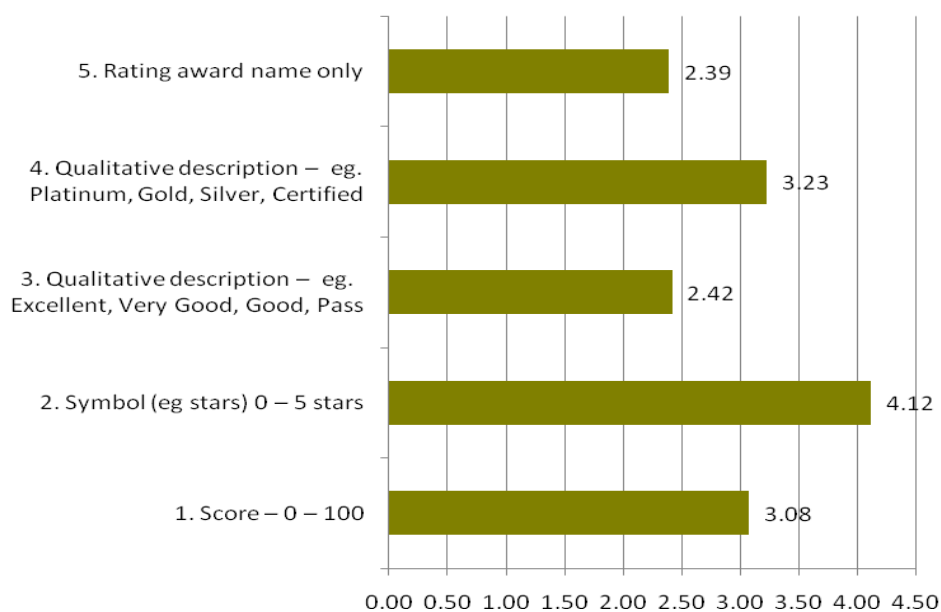
1. In your professional capacity, what is the most meaningful way for you and your clients for the rating tool to be described?

A summary of respondents ratings/preferences for a range of rating descriptors are summarised in the table and graphically below.

- A 'symbol' rating descriptor was the most preferred (mean score of 4.12 out of a possible 5)
- The least preferred rating descriptors were a 'rating award name only' (mean score of 2.39 out of a possible 5) and 'qualitative description' (mean score of 2.42 out of a possible 5)

Answer Options	Not Preferred At All	Not Preferred	Neither Preferred/Not Preferred	Preferred	Highly Preferred	N/A	Rating Average
1. Score – 0 – 100	10.7%	28.6%	20.5%	22.2%	18%	0%	3.08
2. Symbol (e.g. stars) 0 – 5 stars	3.9%	6.3%	11%	31.5%	47.2%	0%	4.12
3. Qualitative description – e.g. Excellent, Very Good, Good, Pass	21.3%	34.4%	26.2%	17.2%	0.8%	0	2.42
4. Qualitative description – e.g. Platinum, Gold, Silver, Certified	10.3%	24.6%	15%	22.2%	19%	0.8%	3.23
5. Rating award name only	24.4%	28.55	32.5%	8.9%	4%	1.6%	2.39

Rating Tool Descriptor



2. Are there any other ways that you can think of to describe the rating tool that is meaningful to you? If so, please describe here:

The feedback provided, generally validated the findings in question one above with support for a 'symbol' or 'score' rating tool descriptor. Verbatim responses have been sorted into these two themes. However, a number of respondents provided detailed feedback that has also been included (verbatim) in the main part of the report for this question, rather than Appendix.

Rating

- *See sustainable community rating.com it awards each component and overall score*
- *A score seems to be the best option as it allows the most discernment between ratings. It is also the hardest rating to imitate or replicate through deceptive wording and the use of counterfeit symbols. I think a 0-100 score would also be great as it would allow room for continual improvement. For example, an organisation may have a rating of 67 and may be able to set regular targets of improvement, 68, 69 70, etc...
A 0-100 rating system also allows room for regular system changes as technologies improve and standards are raised. When new benchmarks are set, the AGIC tool can re-adjust each rating to lower them all by a standardised margin to encourage progression with any new sustainability frontiers. Lastly, I think this scoring system encourages a constant measurable guide for all rated organisations and groups. An example of this would be a building rated 92/100. In most other systems, this score would achieve the highest possible branding, and hence would have little incentive to invest in further measures of sustainability. This method provides a constant measure of sustainability, and acknowledges that there can and should always be sustainability goals for the infrastructure of this country. Thus, this method ensures that our organisations, infrastructure and overall perspective on sustainability does not plateau but rather is a robust, consistent and world leading measure on sustainability rating.*
- *An index number would provide greater sensitivity. Perhaps an index of 100 with 10 performance bands.*
- *Over time, as standards change, there should no ability to get a higher grading (eg seven stars) the grading's a point of time.*
- *Banded approach for score 0-100: platinum, gold, silver etc. Suggest look at DJSI and FTSE4*
- *good indexes for examples of this approach.*
- *Just make sure you can "raise the bar" during the tools lifetime, I thought NatHERS starting out with 1-5 stars and then adding the 6-10 later was quite a good move, but make sure 10 remains out of reach or very hard...*
- *1 - 10 Green rating*
- *A mix of qualitative & quantitative measures is used. They need to be explained. Score out of 100 might do it.*
- *Give a score X/100 and the year, so people can see when the rating was achieved.*
- *This solves the score creep problem.*
- *I like a score out of 100 because it provides the best granularity on a scale everyone is familiar with.*
- *Alignment with GreenStar would be optimal*
- *A star rating and then, as per Green Star, an indication of whether that star level represents*
- *world leadership, Australian leadership etc. to put it into context*
- *Re stars - about to move to 6 stars - also need to have a fail*

Symbol

- *Giving a symbol for each area (economic, social, environmental and governance) and*
- *the best will have all 4 symbols.*
- *Qualitative descriptions may not given enough levels for rating, and once a project reaches 'good' or whatever is standard industry practice the owners/developers/designers may not feel the need to push for better outcomes. This should be a continuous process of setting the bar higher and a star rating or quantitative rating may have a better chance of achieving this*
- *The industry and public are aware of star ratings so I think it should be consistent.*
- *Gradings (as at school/uni) eg 1-7*
- *A combination of 1) symbol for quick reference 2) backed by supporting score to show were the symbol came from*

Other

- *I think a symbol rating description with is a lot more appealing than a qualitative. You can add qualitative descriptions to each star though it would be better to represent the rating visually*
- *I think 5 starts (more is good) gives the wrong impression. It should be the other way around "less is best"*
- *A symbol with the project award name would be appropriate*
- *The approach needs to distinguish itself from Green Star, NABERS & Energy Rating and cater to prospective users (professional groups, governments, and infrastructure investors?) not consumers expressing their market choice/power. People aren't going to choose to travel on a bridge simply because it has a high rating.*
- *I prefer the qualitative description of Platinum, Gold, Silver, Certified*
- *The description is not the issue but rather how the tests are used (LG frig issues)*
- *Link back to living within a One Planet means?*
- *Award name with excellence in sub categories. (i.e. Award with honours in water, energy, materials, waste, etc.)*
- *A Traffic Light system is used for many indicators in the EU*
- *Might be good to ensure that VicRoads INVEST rating descriptors are not the same.*
- *Sustainability Assessment Tool*
- *Green Belt-Excellent/ Blue Belt-Very Good/Orange Belt- Good and Brown Belt- Pass*
- *Multi-variate approach possibly. Best practice comparison of the design, materials selected, operating performance while the higher the number the more inclusive it may show of different and more elements*
- *A Bar Chart showing just how far the project has gone up the scale from Red (bad) to deep green (excellent).*
- *No, a 'tool' says it all.*
- *I would normally call the tool the AGIC Rating Tool or the Infrastructure Rating Tool (or the Green Infrastructure Rating Tool).*
- *I think you are putting the rating before the horse. It is a very risky approach to try and use a survey like this to establish something as important as the communication strategy for a rating system. Especially a system still under construction. Hence my responses are all "neither prefer/not prefer".*
- *I think it should definitely be something that encourages competition, i.e. you aim to achieve a high rating.*
- *I agree with Rowan Barber Comment on LinkedIn that a Branding specialist would be good. Ultimately, the description, symbolism and name should all match and would be catchy for the general public. The Estidama program from the Abu Dhabi Urban Planning Council has many similarities (including an operational component), and I like the way they promote a balanced approach to "sustainability". Borrowing some of their words (ref estidama.org) and adjusting, the tool could be described as: "promoting thoughtful and responsible infrastructure development with balanced outcomes on four equal pillars of sustainability: environmental, economic, social, and cultural. The goal of (the tool) is to maintain economic responsibility, preserve and enrich the environment, while creating an always improving quality of life" (would need work to ensure copy write is OK etc).*
- *A suggestion could be to use the "Strategy under uncertainty" categories of Courtney et al (1997) of "shaper", "adapter" or "reserving right to play", or something similar that conveys the level of commitment to innovative approaches (e.g. pioneer, leader, innovator, groundbreaker versus compliants or ladders)*
- *Ratio - e.g. volume of recycled materials to virgin; volume of waste to landfill v waste recycled; etc*

3. If a symbol was chosen to describe the rating, what are your suggestions for appropriate symbols (e.g. shovels, hard hats etc)?

Suggestions for appropriate symbols included:

- Stars were considered a 'safe and popular option.
- Green – belt, animals, trees, earths, leaves, ticks, frogs.
- Water drops
- Shovels
- Hardhats
- Infrastructure – road, bridge
- Planets
- Water drops
- Sun

Feedback was also provided that the rating system and associated images/ symbols need to be reputable and not silly/gimmicky (i.e. shovel symbol was not considered appropriate). Respondent's also felt that the symbol needs to be simple and positive.

4. We need a name for our rating scheme. What name(s) do you suggest?

A number of creative suggestions were made by respondents and are all outlined in the Appendix.

Three main areas were focused for the rating scheme including:

- An emphasis on 'green', e.g. 'Green Infrastructure Rating Tool, Green Infrastructure Index, Green Infrastructure, Green Star, Greenbuild etc
- An emphasis on 'infrastructure', e.g. InfraGreen, Infrastructure Green Rating, InfraFootprint, Infrastar etc
- An emphasis on 'sustainability', e.g. Sustainability Rating/Scheme, Sustainable Building Code, Sustainability Infrastructure Rating Scheme

Email Feedback

Email feedback was also provided to AGIC, outside of survey as follows:

1. *Email dated 8/2/2011*

We need to ask the fundamental questions:

- Who is the primary audience you wish to influence with the rating tool? i.e. Civil engineers, developers, industry, government, consumers
- What do they currently believe about infrastructure sustainable rating tools? What beliefs do we want to reinforce or change the perception of with this audience?
- What do you want to tell them in simplistic terms about the rating tool?
- What do you want them to do as a result of seeing/experiencing the tool/its identity?
- Obviously we've got to choose the language/identity that speaks with the primary audience. How might the tool identity be used is another question? (I imagine print collateral, on-line, advertising, hoardings, sponsorship opportunities at events etc?)
- What tone do you wish to convey i.e. leader like, authoritative, collaborative?

This will help guide/clarify the project so AGIC can brief the creative agency who will create the logo etc for you. It will also help you develop the content for your communications.

2. Email dated 31/1/2011

Why not just name the three awards in line with the standard project nomenclature?

I think additional terminology is confusing – and the arrow diagrams at the bottom of the fact sheet don't seem to line up with the descriptions. They are awarded at milestones not across a period and the diagram should show this – the interim project award looks like it covers construction?

Why not have something like

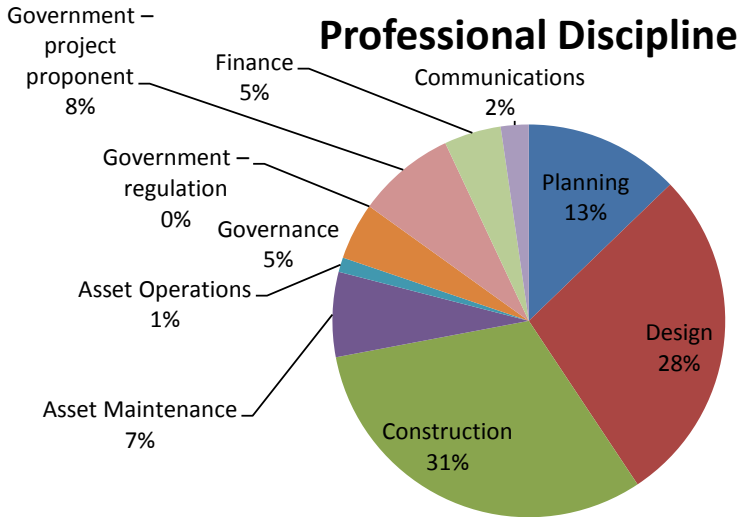
1. AGIC Infrastructure Award - planning & design
2. AGIC Infrastructure Award - construction & commissioning
3. AGIC Infrastructure Award - operation & maintenance (to be awarded after an initial monitoring period of 24 months and show the monitoring period on your diagrams)
4. AGIC Infrastructure Award – xx year milestone (for each five years after the initial monitoring period showing that sustainability is ongoing and recognising the value of doing something over time)

You could even have “bundled awards” for projects that go through the whole process (steps 1,2, & 3) – these could be the coveted AGIC Infrastructure Project Awards!

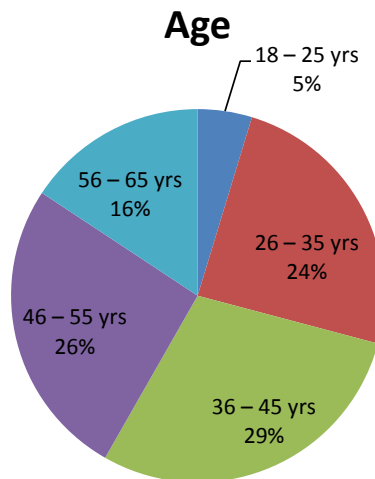
RESPONDENT PROFILE

5. Please nominate which of the following best describes your professional discipline

- Almost three quarters (72%) of respondents were from professional disciplines of construction, planning and design.

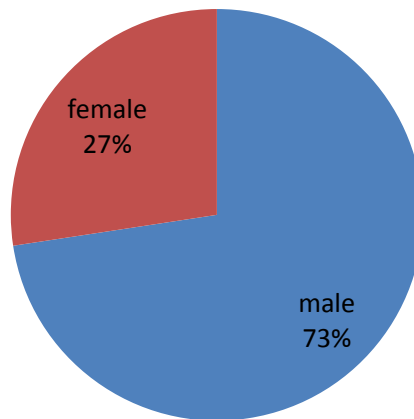


6. Please indicate your age

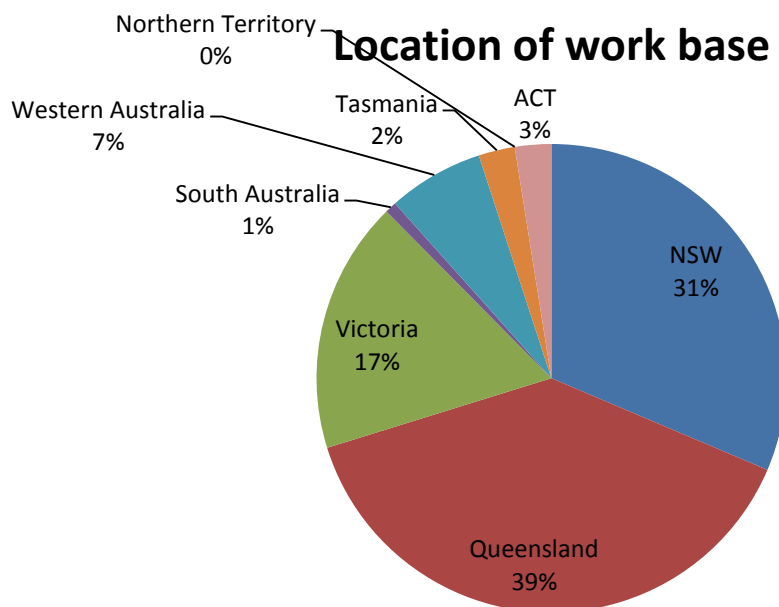


7. Please indicate your gender

Gender



8. Please indicate the State in which you are based for work:



APPENDIX – SURVEY & DATA TABLES

1. AGIC Rating Tool Survey

AGIC - Sustainability Rating Tool Descriptor Survey

The Australian Green Infrastructure Council (AGIC) is developing a national sustainability rating scheme for infrastructure. The rating scheme will measure governance, social, economic and environmental factors to be applied across the design, construction, operation and decommissioning stages of infrastructure delivery.

AGIC is seeking your views on how the rating tool can be described/branded on award. Your views are important and we would appreciate you taking a few minutes to answer the survey below.

1. What is the most meaningful way for the rating tool to be described? Please rate each of the following from not preferred at all to highly preferred.

	Not Preferred At All	Not Preferred	Neither Preferred/Not Preferred	Preferred	Highly Preferred	N/A
<p><input type="radio"/> What is the most meaningful way for the rating tool to be described?</p> <p>1. Score – 0 – 100</p> <p>Please rate each of the following from not preferred at all to highly preferred. 1. Score – 0 – 100</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<p>2. Symbol (eg stars) 0 – 5 stars</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	2. Symbol (eg stars) 0 – 5 stars						
3. Qualitative description – eg. Excellent, Very Good, Good, Pass	<input type="radio"/> 3. Qualitative description – eg. Excellent, Very Good, Good, Pass 3. Qualitative description – eg. Excellent, Very Good, Good, Pass	<input type="radio"/> 3. Qualitative description – eg. Excellent, Very Good, Good, Pass	<input type="radio"/> 3. Qualitative description – eg. Excellent, Very Good, Good, Pass	<input type="radio"/> 3. Qualitative description – eg. Excellent, Very Good, Good, Pass	<input type="radio"/> 3. Qualitative description – eg. Excellent, Very Good, Good, Pass	<input type="radio"/> 3. Qualitative description – eg. Excellent, Very Good, Good, Pass	<input type="radio"/> 3. Qualitative description – eg. Excellent, Very Good, Good, Pass
	<input type="radio"/> 4. Qualitative description – eg. Platinum, Gold, Silver, Certified 4. Qualitative description – eg. Platinum, Gold, Silver, Certified	<input type="radio"/> 4. Qualitative description – eg. Platinum, Gold, Silver, Certified	<input type="radio"/> 4. Qualitative description – eg. Platinum, Gold, Silver, Certified	<input type="radio"/> 4. Qualitative description – eg. Platinum, Gold, Silver, Certified	<input type="radio"/> 4. Qualitative description – eg. Platinum, Gold, Silver, Certified	<input type="radio"/> 4. Qualitative description – eg. Platinum, Gold, Silver, Certified	<input type="radio"/> 4. Qualitative description – eg. Platinum, Gold, Silver, Certified
5. Rating award name only	<input type="radio"/> 5. Rating award name only	<input type="radio"/> 5. Rating award name only	<input type="radio"/> 5. Rating award name only	<input type="radio"/> 5. Rating award name only	<input type="radio"/> 5. Rating award name only	<input type="radio"/> 5. Rating award name only	<input type="radio"/> 5. Rating award name only
2. Are there any better ways that you can think of to describe the rating tool? If so, please describe here:							
3. If a symbol was chosen to describe the rating, what are your suggestions for appropriate symbols (e.g. stars, shovels, hard hats etc)?							
4. We need a name for the rating scheme. What name(s) do you suggest?							

5. Please nominate which of the following best describes your professional discipline (please tick only one box or provide description in other)

- Planning
- Design
- Construction
- Asset Maintenance
- Asset Operations
- Governance
- Government – regulation
- Government – project proponent
- Finance
- Communications

Other (please specify)

6. Please indicate your age

- 18 – 25 yrs
- 26 – 35 yrs
- 36 – 45 yrs
- 46 – 55 yrs
- 56 – 65 yrs

7. Please indicate your gender

- male
- female

8. Please indicate the State in which you are based for work:

- NSW

- Queensland
- Victoria
- South Australia
- Western Australia
- Tasmania
- Northern Territory
- ACT

Other (please specify)

Thank you for your time in completing this survey.



1. What is the most meaningful way for the rating tool to be described? Please rate each of the following from not preferred at all to highly preferred.

Answer Options	Not Preferred At All	Not Preferred	Neither Preferred/Not Preferred	Preferred	Highly Preferred	N/A	Rating Average	Response Count
1. Score - 0 - 100	13	35	25	27	22	0	3.08	122
2. Symbol (eg stars) 0 - 5 stars	5	8	14	40	60	0	4.12	127
3. Qualitative description - eg. Excellent, Very Good, Good, Pass	26	42	32	21	1	0	2.42	122
4. Qualitative description - eg. Platinum, Gold, Silver, Certified	13	31	19	38	24	1	3.23	126
5. Rating award name only	30	35	40	11	5	2	2.39	123
<i>answered question</i>								128
<i>skipped question</i>								0

2. Are there any better ways that you can think of to describe the rating tool? If so, please describe here:

Answer Options

answered question
skipped question

Number	Response Text
1	1 - 10 Green rating
2	Alignment with GreenStar would be optimal
3	A star rating and then, as per Green Star, an indication of whether that star level represents world leadership, Australian leadership etc - to put it into context
4	Re stars - about to move to 6 stars - also need to have a fail gradings (as at school/uni) eg 1-7
5	Over time, as standards change, there should be no ability to get a higher grading (eg seven stars) the gradings should be relative at a point of time.
6	Carbon foot print
7	Relating to its sustainability performance across the categories.
8	Giving a symbol for each area (economic, social, environmental and governance) and the best will have all 4 symbols.
9	a mix of qualitative & quantitative measures is used. they need to be explained. score out of 100 might do it.
10	No
11	Give a score X/100 and the year, so people can see when the rating was achieved. This solves the score creep problem.
12	I like a score out of 100 because it provides the best granularity on a scale everyone is familiar with.
13	It would be great to rate the infrastructure based on its influence on the ecosystem services being provided at that point where the infrastructure is being built in the
14	banded approach for score 0-100: platinum, gold, silver etc. Suggest look at DJSI and FTSE4good indexes for examples of this approach. Qualitative descriptions may not give enough levels for rating, and once a project reaches 'good' or whatever is standard industry practice the owners/developers/
15	chance of achieving this.
16	The approach needs to distinguish itself from Green Star, NABERS & Energy Rating and cater to prospective users (professional groups, governments, and infrastr

see sustainable community rating . com

17 it awards each component and overall score

18 It needs to be a unique indicator - stars are too common (buildings, appliances, etc); hats are for restaurants (chefs hats); 'platinum' & 'gold' refers to the amount of

19 I prefer the qualitative description of Platinum, Gold, Silver, Certified

20 The industry and public are aware of star ratings so I think it should be consistent.

21 the description is not the issue but rather how the tests are used (LG frig issues)

22 Link back to living within a One Planet means?

23 just make sure you can "raise the bar" during the tools lifetime, I thought NatHERS starting out with 1-5 stars and then adding the 6-10 later was quite a good move.

24 A combination of 1) symbol for quick reference 2) backed by supporting score to show where the symbol came from

25 Award name with excellence in sub categories. (i.e. Award with honours in water, energy, materials, waste, etc.)

26 A Traffic Light system is used for many indicators in the EU

27 Might be good to ensure that VicRoads INVEST rating descriptors are not the same.

28 Sustainability Assessment Tool

29 no

30 No

31 Green Belt-Excellent/ Blue Belt-Very Good/Orange Belt- Good and Brown Belt- Pass

32 i think a symbol rating description with is a lot more appealing than a qualitative. You can add qualitative descriptions to each star though it would be better to represent

33 I think 5 starts (more is good) gives the wrong impression. It should be the other way around "less is best"

34 A symbol with the project award name would be appropriate

35 Multi-variate approach possibly. Best practice comparison of the design, materials selected, operating performance

36 while the higher the number the more inclusive it may show of different and more elements

37 -

A score seems to be the best option as it allows the most discernment between ratings. It is also the hardest rating to imitate or replicate through deceptive wording

I think a 0-100 score would also be great as it would allow room for continual improvement. For example, an organisation may have a rating of 67 and may be able to

A 0-100 rating system also allows room for regular system changes as technologies improve and standards are raised. When new benchmarks are set, the AGIC tool

Lastly, I think this scoring system encourages a constant measurable guide for all rated organisations and groups. An example of this would be a building rated 92/100 which

provides a constant measure of sustainability, and acknowledges that there can and should always be sustainability goals for the infrastructure of this country. Thus

38 sustainability rating.

39 A Bar Chart showing just how far the project has gone up the scale from Red (bad) to deep green (excellent).

40 No, a 'tool' says it all.

41 An index number would provide greater sensitivity. Perhaps an index of 100 with 10 performance bands.

42 I would normally call the tool the AGIC Rating Tool or the Infrastructure Rating Tool (or the Green Infrastructure Rating Tool).

- 43 I think you are putting the rating before the horse. It is a very risky approach to try and use a survey like this to establish something as important as the communication.
- 44 I think it should definitely be something that encourages competition, i.e. you aim to achieve a high rating.
I agree with Rowan Barber Comment on LinkedIn that a Branding specialist would be good. Ultimately, the description, symbolism and name should all match and v
- The Estidama program from the Abu Dhabi Urban Planning Council has many similarities (including an operational component), and I like the way they promote a b
- 45 infrastructure development with balanced outcomes on four equal pillars of sustainability: environmental, economic, social, and cultural. The goal of (the tool) is to n
- 46 Rating award - green tick
- 47 A suggestion could be to use the "Strategy under uncertainty" categories of Courtney et al (1997) of "shaper", "adapter" or "reserving right to play", or something sim
- 48 Ratio - e.g. volume of recycled materials to virgin; volume of waste to landfill v waste recycled; etc

3. If a symbol was chosen to describe the rating, what are your suggestions for appropriate symbols (e.g. stars, shovels, hard hats etc)?

Answer Options	Response Count
	107
<i>answered question</i>	107
<i>skipped question</i>	21

Number	Response Date	Response Text	Categories
1		-	
2		A building with trees around it	
3		a medal	
4		A miniature symbol of the infrastructure concerned (bridge, road, tunnel, port etc.) in a particular colour code or similar	
5		A symbol of the Adaptive Cycle. This reinforces the idea that the system is what is important. a symbol with an environmental / sustainability message rather than a construction message? Eg leaf, bird, planet.	
6		Otherwise, something non descriptive, like Green Stars and Heart Ticks, e.g. diamonds, spots, circles, arrows.	
7		A, A++, B, B++ etc (similar to GRI)	
8		An icon/graphic of a healthy child - (it's all about long term wellbeing of people and the world they live in, environments that can sustain them and themselves be su	
9		Anything but stars	
10		Avoid stars and de-couple with the "more icons, the better performance" appropriate to consumer marketing. Instead, single, professional logo reflecting engineering	
11		Bridge	
12		bridges, cars, shovels	
13		Bulldozers	
14		choose a symbol which is relevant to the general public - not just infrastructure industry professionals	
15		Definitely not stars - used too much elsewhere. Shovels and hard hats may be comical and not suitable. Perhaps a graphic with a bridge over a rail line with a plane	
16		eg 5 green leaves	

- 17 elements of infrastructure superimposed over a green leaf, (i.e. road, bridge, pipeline, train line)
- 18 Frogs? Unique symbolism is good, pre-existing symbolism will only confuse e.g. stars.
- 19 Globes / Worlds
Green bridges
- 20 Green kangaroos
- 21 Green dots
- 22 Green Earths
Green earths.....
- 23 Stylised green maps of Australia.....
- 24 green hard hats is nice
- 25 green infrastructure is about 'natural' spaces as much as constructed elements so I suggest we should steer away from symbols of traditional grey infrastructure - a
- 26 Green pine trees
- 27 green plus signs
- 28 Green trees, say a simple pine tree shape (rather than the usual stars)
- 29 hard hat
- 30 Hay Bale and Silt Fence apart from the above
- 31 I don't see a problem with using stars - people are aware of the star rating for domestic appliances and for Green Buildings so it won't require much explanation.
- 32 I think stars are a well known symbol within industry and the public.
- 33 Icon from a photo of Planet Earth (e.g. 0 to 5 icons in a row of a satellite photo of Planet Earth)
If indicating a rating out of 5 (for example) use Green Stars, Green coloured tick marks, or Green Leaves.

Alternatively, if indicating a status for the project, using either a single Gold, Silver or Bronze leaf for the project, or a sliding scale from brown-red-yellow-green.

- 34 The rating system and associated images need to be reputable, not silly. No project is going to boast about have '3 shovels'. If the recognition does not boost reputation
- 35 In line with the "Qualitative description" above, use medals.
- 36 Interlinked circles (in the triple bottom line format) or recycling symbol
- 37 it needs to be something simple so it will be clear when used as a brand mark on multiple formats
- 38 keep it generic e.g. stars
- 39 Leaves (symbolises Green!)
- 40 Leaves' for environmental performance, 'Houses' for social performance, "Dollar" for economical performance.
- 41 leaves, earths,

light bulbs (energy saver type), earths,

Greenlinks - see below:

Consider stepping away from the standard type of thing, and having images of five people standing in a row holding hands, the rating would be represented by color (innovation/technology).

- 42 I think this will get the message of AGIC and infrastructure sustainability across.
- 43 Meteors. Green earth in construction workers hands. Blossoming earth in backhoe scoop.....
- 44 Needs to be a positive symbol, and one that is generally understood. A human figure
- 45 Needs to reflect infrastructure - road, bridge, blocks?
- 46 Not hard hats.
- 47 not preferred
- 48 Perhaps green ticks? Nothing too overtly environmental (like trees for example).
- 49 Planet
- 50 Planet earth
- 51 Planet Earths
- 52 Planets
- 53 Planets (earth) - like global footprint. Show partial planets as the best rating. Or have shades of green as a qualitative description?
- 54 Recycle symbol
- 55 See previous comment
- 56 Shovel
- 57 Shovels and hard hats are a bit cheesy.. OK with stars
- 58 Shovels would be unique, but what about having identifiers for each AGIC Theme - i.e. rewarding performance in each theme, which leads to allocation of the overall rating?
- 59 simplified, almost cartoonised little high rise buildings
- 60 smiley faces
- 61 some symbol of infrastructure. the hard hat is a good idea. Something similar.
- 62 Something depicting infrastructure and the environment (ie something symbolising a tree and a bridge)
- 63 Something simple like green stars. Shovels/spades/wheelbarrows have been met with laughter when I tell my colleagues, I can understand the immature sounding
- 64 Something standard - not gimmicky like shovels or hard hats
Something that reflects sustainability:i.e. Gold finish - Gold is forever
- 65 Bald head eagle - it renews itself through a painful and rebirthing process (Refer attached clip) - while it is a USA bird - we need to forget nationalities where true sustainability is
- 66 stars
- 67 Stars
- 68 stars
- 69 Stars
- 70 Stars
- 71 Stars
- 72 Stars

- 73 stars
- 74 stars
- 75 Stars
- 76 Stars
- 77 stars
- 78 Stars
- 79 Stars - it seems a bit boring but i think that the consistency across rating tools is a good thing - in some ways you want the rating tool to have a mainstream image s
- 80 Stars - it's what industry is generally familiar with.
- 81 Stars - they are understood well with a broad audience
- 82 stars - this is a widely accepted standard & seems very clear
- 83 Stars - this is the most well understood form of simple rating that people understand. To use a different form would be confusing and open to ridicule, thereby unnece
stars are good, they have currency.
- 84 everything else is just a cliché, but the gold/platinum/etc medals are good too. don't be too clever it's just a distraction.
- 85 Stars are overdone, and easy to replicate. Possibly, a leaf, a tree etc
- 86 Stars are universally recognised but hard hats would bring some innovation and uniqueness to the scheme
- 87 Stars are widely used and accepted as rating measures/symbols (eg. hotels; Michelin restaurants; energy efficiency of appliances; water efficiency; and Green Star
- 88 Stars have become the universal symbol of approval rating
- 89 Stars ok (consistent with typical award ratings in industry, also enables potential merger with green building councils), medal maybe (ties in with qualitative colours)
- 90 Stars, Plant Earth, Sun, or Trees
- 91 Stars.
- 92 Stars: like energy rating on appliances, five star hotels, Michelin star restaurants
- 93 suns
- 94 sustainability should be tree or shrub or natural feature
- 95 Symbols - 1-5 green dollar signs
- 96 The community is comfortable with 'stars' for hotel accommodation, car safety, household appliances and green buildings. It may be best to stay with what people k
- 97 The fact you would suggest "hard hats" or "shovels" is reason enough for not having symbols.
- 98 The Green TICK
- 99 The male symbol - arrow pointing downward
- 100 There are several tools currently using stars for buildings - Green Star, NABERS, House Energy Rating.. Already recognised as a symbol, does infrastructure want
- 101 Ticks
- 102 ticks or hand gesture (thumbs up)
- 103 Ticks, Earths (MS Office webdings has some examples), A relevant letter of the Greek alphabet??
- 104 Traffic Light
Water drops
- 105 Stars (safer option)

- 106 When people think of sustainability they automatically think of the environment, therefore the symbols could be leaves or golden leaves.
- 107 wind farms, gum leaf, black cockatoo

4. We need a name for the rating scheme. What name(s) do you suggest?

Answer Options	Response Count
	94
<i>answered question</i>	94
<i>skipped question</i>	34

Number	Response Date	Response Text	Categories
1		-	
2		"Coeli" is Latin for sky, climate & World - so good name for a green earthy rating that is improving the world...). Note: the name also means heaven, space, universe	
3		"GAIA" : "Greening Australian Infrastructure Award"	
4		"GreenInfra Rating"	
5		"Sensibility" Rating Scheme	
6		(M)AGIC Stars, Infrastars, ?!	
7		AGIC - Sustainability Rating	
8		AGIC Infrastruct To Sustain	
9		AGIC or GreenStar	
10		AGIC six star sustainability rating scheme	
11		AGIC Stars...not very catchy though...	
12		AGIC Sustainability Rating AGIC Sustainable Infrastructure Rating Scheme	
13		& AGIC SIRS Award	
14		Antyhing but Green Infrastructure as it confuses the issue of infrastructure that is green eg vegetation corridors and rivers and creeks.	
15		ASIRS - AGIC Sustainable Infrastructure Rating Scheme.	
16		Australian CIS Award - Aust construction infrastructure sustainability award	
17		Australian Green Infrastructure Rating	
18		Australian Infrastructure Sustainability Rating (AISR)	
19		Australian Sustainability Rating for New Infrastructure (ASuRNI)	

- 20 Australian Sustainable Development Monitor
- 21 Australian Sustainable Infrastructure Awards
- 22 Construction Green Stars
- 23 DELTA
- 24 Earth First Infrastructure
- 25 Ediface complex
- 26 Emerald City
- 27 Energy utility effectiveness usage (2EU)
Environmental Excellence in Infrastructure Awards(long)

- 28 Green Infrastructure Awards (short)
- 29 GIRS - Green Infrastructure Rating Scheme
GIRT

- 30 Green Infrastructure Rating Tool
- 31 Green Earth
- 32 Green Infrastructure Index'
- 33 Green Infrastructure Rating Scheme
- 34 Green Infrastructure Rating Tool (GIRT)
Green Infrastructure Scheme (GIS)

- 35 Sustainable Infrastructure Scheme (SIS)
- 36 Green Infrastructure Score
- 37 Green Leaf
green scheme

- 38 growing green scheme
- 39 Green Star Infrastructure
- 40 Greenbuild
- 41 GreenLink, GreenBuild, GreenThink, GreenITY
- 42 Hm, how about - "Infra-Rate" "Sustainability Infrastructure Rating Scheme = SIRS"
- 43 How green is your project?
- 44 I would have thought this would make things overly complicated - simply AGIC Rating Scheme.
I-GEES Rating

- 45 (Infrastrcuture - Governance, Environment, Economic, Social Rating Scheme)
- 46 Infra Star

- 47 InfraAbility
- 48 INFRAFootprint
- 49 InfraGreen, InfraRate,
- 50 Infrastar' - ie this is a 5 star Infrastar rated project
- 51 Infrastar Rating System
Infrastructure Efficiency Rating

- Sustainable Infrastructure Score

- 52 Integrated Sustainability Rank
- 53 Infrastructure Green Rating, or something that when shortened to an acronym (eg IGR) can roll off the tongue.
- 54 Infrastructure Sustainability Australia - keep it straight forward!
- 55 Infrastructure Sustainability Rating Scheme
- 56 Infrastructure Sustainability Rating Scheme - select a name that describes what it is
- 57 instar
Intelligent design

- Cunning infrastructure

- 58 Wise building
It should be short, able to be exported, so not Au specific, easily symbolised. Maintaining the link to Green Star has value. It should not be limited to a particular int

- 59 Green Diamonds!
- 60 Just keep it simple: AGIC (Green) Rating Scheme
- 61 keep it simple - Green Infrastructure
MAGIC

- 62 Metrics of the Australian Green Infrastructure Council
- 63 Needs to include the word Infrastructure.
- 64 No "green": sustainability is far beyond this. Instead, an acronym reflecting aspects of: infrastructure + lifecycle + human/people/society + environment/ecology + ra
- 65 Planet Safe Infrastructure Rating
- 66 See previous comment
Should be simple and catchy to the general public. Infrastructure is not directly purchased by the public, however users of the tool would want to promote their rating
- 67 an acronym like LIFE (Leading Infrastructure for a Finite Earth) or something like that could work.
- 68 SIRS - sustainability infrastructure rating scheme

69 SIRT (Sustainable Infrastructure Rating Tool) - can even lead to SIRTification!
SmartBuild - i.e. send the message that building/constructing greener is smarter.

Build Big Green (or BuildBigGreen)

70 Green Infrastructure

71 Sustainability application level

72 Sustainability certification

73 Sustainability Rating

74 Sustainability Scheme

75 Sustainability Score, GreenWorks Rating, EcoInfrastructure, FutureBuilding Score,

76 sustainability star rating scheme

77 Sustainable Building Code

78 Sustainable Infrastructure

79 sustainable infrastructure

80 Sustainable Infrastructure Award Scheme

81 Sustainable Infrastructure Rating

82 Sustainable Infrastructure Rating - literal is best
Sustainable Infrastructure Rating (SIR)

Sustainable Infrastructure Tool (E?) (SITE)

Triple bottom line Infrastructure (TBLI)

83 something to do with 'Lean' and/or 'value', as in total project value (tbl) - some words other than sustainable might be more suitable to lure project mgrs and clients i

84 Sustainable Infrastructure Rating Scheme

85 Sustainable Infrastructure Rating Scheme

86 Sustainable infrastructure rating tool

Sustainable Infrastructure Rating Tool (SIRT, pronounced 'cert')

S.I. Tool

The Green Scheme

87 4BL Checklist (quadruple Bottom Line)

88 Sustainable Infrastructure Scheme

89 Sustaining Resilience

Sustainability Index

- 90** Futures Rating
- 91** The AGIC Rating Scheme sounds good to me.
- 92** The AGIC Sustainable Infrastructure Rating Scheme
- 93** The Australian Green Infrastructure Council's Sustainability rating scheme.
- 94** the green arrow (really uncoloured) - progress to a better future

5. Please nominate which of the following best describes your professional discipline (please tick only one box or provide description in other)

Answer Options	Response Percent	Response Count
Planning	12.8%	11
Design	27.9%	24
Construction	31.4%	27
Asset Maintenance	7.0%	6
Asset Operations	1.2%	1
Governance	4.7%	4
Government - regulation	0.0%	0
Government - project proponent	8.1%	7
Finance	4.7%	4
Communications	2.3%	2
Other (please specify)		48
<i>answered question</i>		86
<i>skipped question</i>		42

6. Please indicate your age

Answer Options	Response Percent	Response Count
18 - 25 yrs	4.7%	6
26 - 35 yrs	24.4%	31
36 - 45 yrs	29.1%	37
46 - 55 yrs	26.0%	33
56 - 65 yrs	15.7%	20
<i>answered question</i>		127
<i>skipped question</i>		1

7. Please indicate your gender		
Answer Options	Response Percent	Response Count
male	72.6%	90
female	27.4%	34
<i>answered question</i>		124
<i>skipped question</i>		4

8. Please indicate the State in which you are based for work:		
Answer Options	Response Percent	Response Count
NSW	31.4%	38
Queensland	38.8%	47
Victoria	17.4%	21
South Australia	0.8%	1
Western Australia	6.6%	8
Tasmania	2.5%	3
Northern Territory	0.0%	0
ACT	2.5%	3
Other (please specify)		7
<i>answered question</i>		121
<i>skipped question</i>		7