



On-going strength in construction and new-age marketing tools for the industry

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This press release is prepared by Oliver Kinross Ltd. Organisers of Sydney Build 2016. This release is an update on the recent construction industry reports as well as the importance of utilizing new-age technology and marketing tools.

Sydney, Australia (September 15, 2015) – The Australian construction industry continues to show promise and rise. The surge in residential construction is strong and is foreseen to continue to boom; the rise in The Australian Industry Group and Housing Industry Association's Performance of Construction Index did not only result from residential building boom, it has also resulted from the evident increase in commercial construction.

"Continued strength in the residential sub-sectors and a lift in conditions in commercial construction underwrote the welcome return to expansion in the national construction sector during August. The positive news from these sub-sectors was sufficiently strong to outweigh the entrenched contraction in engineering construction associated with the winding-down in mining-related projects." Ai Group head of public policy, Peter Burn said.

"Conditions in commercial construction are likely to be critical to the strength of the overall construction industry in coming months, with residential building already at high levels and weakness in engineering construction likely to continue for some time. Encouragingly, new orders lifted for all four sub-sectors in August." he said, on the growth of the construction industry.

Given the phenomenal growth in the industry, it is also important to educate ourselves on what new-age marketing tools are available out there to coincide with the growth. Being in the digital world today, it is critical that the industry takes advantage of all the tools available.

They can be new and innovative programs, such as BIM and others, for the AEC industry in the form of computer software or tablet apps, purpose-designed PDF editing, markup, measurement and collaborating set of tools.

David Roberts from David Roberts Graphics (DRG) proposes that if those can be utilized, it can reduce project costs, maximize project efficiency as well as providing money-saving solutions for clients. The advantages of reducing paper usage by up to 85% and speeding up project communication by 60% will significantly serve well for the AEC industry.

The industry is changing rapidly and it is important to educate ourselves on what is being used in the market – or we will be left behind. Digital portfolios can be better accessed and shared in a platform resembles a social media platform. Tools like Houzz are visually driven, it is critical to showcase construction, architecture and building work in the best light possible and investing in high quality photography.

Expertise and quality can be demonstrated through client reviews and subsequently adding credibility to the public digital portfolio. Companies utilizing these tools, collaborating with trade clients and consumers alike using the latest technology available. This connects with customers and clients on a personal level, showcasing the personality of the people behind the company and brand building their projects.

Houzz is one of the official event partners of Sydney Build 2016 construction expo. Houzz is the leading platform for home renovation and design, providing people with everything they need to improve their homes from start to finish – online or from a mobile device. The platform connects millions of users, design enthusiasts and improvements for the AEC industry.

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Notes for Editors

About Sydney Build:

Sydney Build is the leading construction expo for Sydney – the building capital of Australia. The event will feature two days of CPD accredited conferences, workshops and an exhibition, featuring leading contractors and suppliers to the Sydney construction industry. The show will be taking place on March 10-11 at the ATP in Sydney.

To register for a free pass or to request further information please visit www.sydneybuildexpo.com.

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