



Painting Australia Green

GreenPainters 2009 - 10 Report

GreenPainters – Painting Australia Green

GreenPainters Ltd

ABN 74 1333287644

ACN 133 287 644

GreenPainters is a not-for-profit organisation promoting sustainable products and trade practices in the painting industry. It is the national sustainability initiative for the painting industry, and trains painting contractors in environmental best practice. GreenPainters also provides education, training, resources and information for architects, builders, and consumers.

GreenPainters began in Victoria in 2007 as a grassroots movement association of painting contractors who were concerned about the products they were using, and their impact on the environment and human health. It is now a not-for-profit company working with leading sustainable manufacturers, peak industry organisations and government programs in developing educational tools, workshops, seminars and training to help consumers, specifiers and painters make sustainable choices.

The GreenPainters service uses paint products which are Certified Low-VOC by Good Environmental Choice Australia, may be made from renewable or highly abundant resources, heat reflective paint technology which can improve a building's energy efficiency; and use trade practices to minimise and manage waste-water.

Contact Details:

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Director's Report

Managing Director: Mr. Daniel Wurm

I am really proud to report on the activities of the GreenPainters initiative over the past financial year. When I look back at the goals we set in 2010, it seems that we have accomplished all of them, and much more! GreenPainters has become recognised as the peak sustainability initiative for the painting industry.

The objective of this organisation is to promote sustainable paints and coatings, to improve trade practices, and to establish an Australia-wide network of painting contractors who were committed to environmental best practice. Consumers are able to obtain accurate, up-to-date advice and service from professional tradesmen using products which:

- improve Indoor Air Quality.
- reduce VOC emissions and smog producing compounds.
- use renewable resources
- reduce a building's greenhouse gas emissions.

The GreenPainters® service is carried out using methods that:

- reduce resource wastage, including water
- eliminate contamination of ground-water or stormwater drains.
- Disposes of, or recycles waste using EPA recommendations

The organisation provides co-ordinated accreditation of tradesmen, and a web-based resource to educate consumers. It has formed partnerships with manufacturers who are producing sustainable products or innovative technologies.

There has been resistance to the uptake of new sustainable technologies by most painting contractors because of perceived higher cost. In addition, many contractors are worried that consumers will not accept the new products, and they are not familiar with their use. GreenPainters helps painters see the importance of making the changes, and helps them stay viable businesses by marketing their new knowledge and skills to consumers who want it.

The GreenPainters program has now expanded to help DIY consumers choose sustainable products and provides information to help them clean-up responsibly. It also conducts seminars to educate architects and builders. GreenPainters has worked with leading sustainable manufacturers, peak industry organisations and government programs in developing educational tools, workshops, seminars

and training to help consumers, specifiers and painters make sustainable choices.

Through the GreenPainters program, participants gain the knowledge, the skills, and the confidence to become a sustainable painting expert. The accredited contracting business can use the GreenPainters brand to add strength and credibility to their team, their service and their business. The program creates a new philosophy, by teaching painters and contractors alike to look for the sustainable option with every application, job, project and program approached.

GreenPainters is supported by 25 different retailers around Australia, and 9 different manufacturers. These manufacturers were selected as Industry Partners because their products have been independently verified as environmentally preferable by third-party evaluation programs such as Good Environmental Choice Australia, or offer unique sustainability solutions to the painting industry.

With GreenPainters, the training is just the beginning. Once a business is accredited the contractor has access to a wealth of information and tools to assist them in building their business and promoting the sustainable solutions the business is now able to provide. The businesses are required to create an Environmental Continuous Improvement Plan, to set goals and monitor their progress as they implement sustainability policies and procedures. To ensure continued improvement, businesses are required to conduct an annual self-audit and report back to GreenPainters to maintain their accreditation.

Accredited GreenPainters are given continued support by means of the following:

- Use of GreenPainters branding on marketing material, uniforms and company vehicles. Including bumper stickers, accredited contractor stickers, brochures, certificates etc. enabling them to promote their GreenPainters accreditation and knowledge of sustainable paints to their customers.
- On-going technical information and support through the exclusive members area on greenpainters.org.au
- Valuable advertising support through their listing on "Find a GreenPainter web-page" on the website.
- Promotional and advertising support through national publications, sustainable websites, public expos and shows
- Access to industry experts, providing up-to-date technical and marketing advice and support through the exclusive members area on greenpainters.org.au
- An up-to-date monthly email newsletter highlighting the latest green building news, industry trends and GreenPainters news.
- Over 3000 people a week use the GreenPainters web-site to source green paints and painters. GreenPainters are supported by its participating retailers and Industry Partners

- An on-line forum lets them interact with other green painters from all over Australia without traveling or leaving their home

GreenPainters Achievements and Results

The program has been so successful that GreenPainters training and business models have been adapted for the U.S. market. GreenPainters ran the first course in the Houston, Texas in September 2010. Training has been funded by the U.S. Federal Government's Green Jobs program.



Figure 1 Painters in Houston, USA undergoing GreenPainters Training Sep 2010

The GreenPainters web-site is a resource which provides accurate information on paints and sustainability. It is used by over 3000 painters, builders, building designers and consumers a month.

In June 2011 the GreenPainters program was nominated as a finalist in the United Nations Association World Environment Day Awards.



Figure 2 UN World Environment Day Awards

Partnerships and Collaboration

In July 2010 The Department of Environment and Conservation WA provided a grant of \$43,000 under the Waste Authority Urban Landfill Levy for GreenPainters to train 120 businesses in the WA painting industry, using the Course in Sustainable Painting Practices. Under this program over 93 painters were trained in nine locations across WA.



Figure 3 Painters in Geraldton WA complete GreenPainters Training in Oct 2010

In February 2011 GreenPainters partnered with CITB and ZeroWaste SA to train 40 painters in South Australia. GreenPainters also trained painters in Tasmania and the ACT with funding from the Tasmanian Building and Construction Industry Training Board and the ACT Construction Industry Training Fund Authority.



Figure 4 Training held at the Sustainability Center, SA

In collaboration with Construction Skills Queensland and Australian Construction Training Services GreenPainters is training 120 painters in Queensland and 50 apprentices in 2011.



In July 2010 GreenPainters developed the GreenPainters Environmental Sustainability Course, in consultation with the Department of Environment, Climate Change and Water, which was funded by the NSW Department of Education and Training's Green Skills Strategy.

Over 275 painters, retailers and interior decorators have now been trained under the GreenPainters Program. There are 137 Accredited GreenPainters in six states (VIC, NSW, ACT QLD, WA, SA and TAS). Each painting contractor uses Low-VOC, heat-

reflective or natural paints on a minimum of 50% of all contracted works and conforms to an Environmental Code of Conduct.

There are now 13 interior decorators trained in sustainability under the GreenColour™ Consultants program.

The GreenPainters web-site is linked to by Sustainability Victoria, and the Department of Environment and Conservation WA. Green Building Growth is expected to grow to 15% of all construction by 2015.

GreenPainters became an associate member of Good Environmental Choice Australia in December 2009. Good Environmental Choice Australia is a member of the the Global Ecolabeling Network. It is a not-for-profit independent body which evaluates the environmental credentials of products. The GECA program conducts a comprehensive life cycle based assessment of product compliance to voluntary environmental declaration standards. GreenPainters supports the GECA Standard for Architectural Coatings, and is currently on the technical committee for the revision of the standard



GreenPainters conducted educational seminars with over 250 painters, architects and builders in 2010-11. It is now a member of the Green Building Council of Australia, and its Specifying Sustainable Paints Seminar is recognised under the GBCAs CPD program.



GreenPainters provides a marketing incentive for painters to adapt to the green building industry.

Contribution to a Sustainable Future:

Consumers and builders who use the services of a GreenPainter contribute to sustainability because their project will:

- Use Products that are certified by Good Environmental Choice Australia. These products have had their manufacturing process independently evaluated to make sure they do not use materials or methods which have a high environmental impact.
- Have Improved Indoor Air Quality, and a reduction of emitted VOCs of up to 92%.

- Have a work-site that will comply to EPA requirements
- Use products that are Codemark certified, reducing cooling costs and increasing energy efficiency

GreenPainters Industry Partnerships

GreenPainters has also formed Industry Partnerships with manufacturers who produce products which are GECA Certified, GBCA compliant; or offer significant technologies for sustainable trade practices.

These manufacturers have supported our program, and we deeply grateful for their commitment to sustainability and innovation.

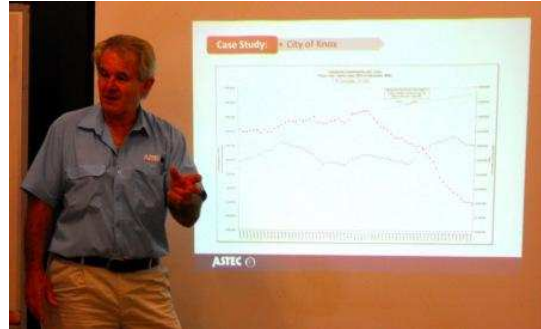


Figure 5 Barry Batiscombe from Astec Paints explains to painters in Port Hedland how they can use heat-reflective coatings to cut energy bills and carbon emissions

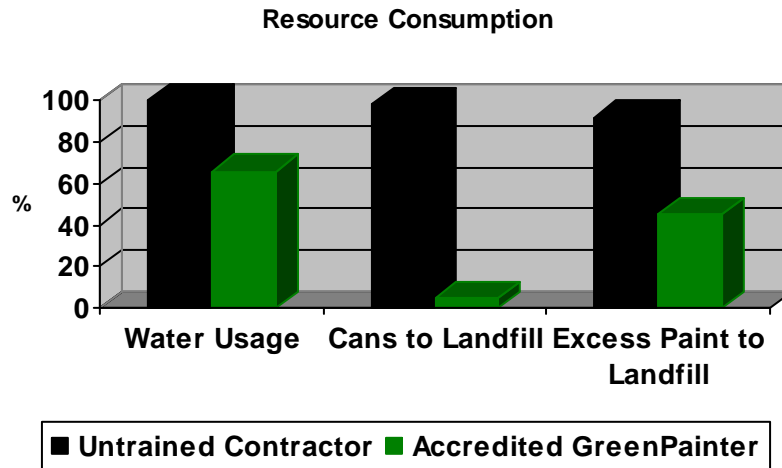


Financial Report For Period July 2010 – June 2011

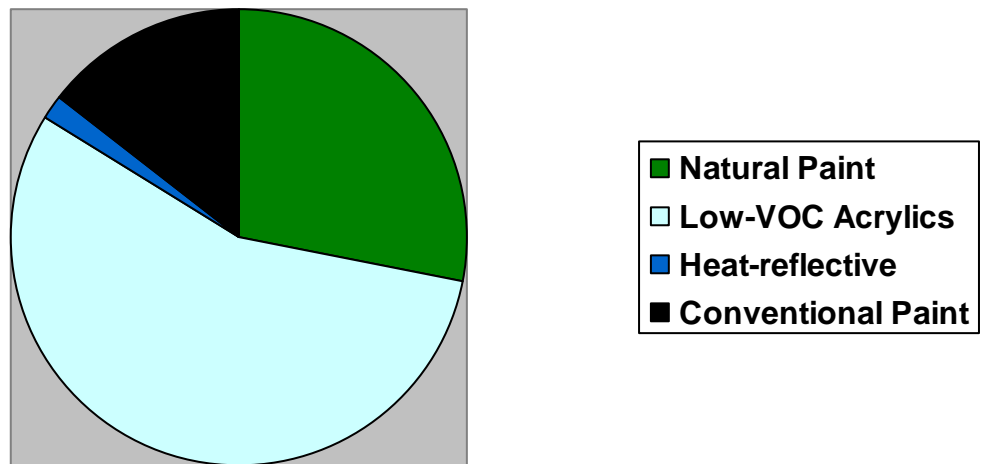
The GreenPainters accounts were audited by Club and Alliance Auditors.

Income	
Accreditation Fees	3471.00
Merchandise	1427.60
Training Fees	13,607.00
Exhibition Fees	1350.00
Government Grants	60414.06
Industry Partnership Fees	7980.00
Total Income	89431.39
Payments	
Purchases	28.20
Advertising	11087.39
Promotional Clothing	2114.04
Travel Expenses	10726.77
Postage	2286.99
Telephone	1104.97
Office Expenses	735.40
Industry Memeberships	90.91
Insurance	565.00
Training Fees	22910.00
Admin Fees	2510.00
Training Expenses	18550.89
Total Expenses	82753.69
Total Income	89431.39
Less Total Expenses	82753.69
Balance	6677.70

GreenPainters is the leading source of information on sustainability in the painting industry



Above: Figures are based on Sustainability Action Plans



Above: GreenPainter Contractor Product Use

GreenPainters Board of Directors



Managing Director: Mr. Daniel Wurm Tel: 0402 312234

After completed his training as a Painter and Decorator in Sydney in 1996, Daniel has worked as a painting consultant and trainer on major projects in Tokyo, Samoa, Bangkok, Colombo, and Papua New Guinea. He studied teaching at Holmes College, Melbourne; and the Canadian Institute of English in Toronto. He is a qualified trainer and assessor for Australian Construction Training Services (QLD), Impact Training Institute (Sydney), and Master Builders Association NSW. In addition he lectures on sustainable design for Southbank Institute of Technology (Brisbane), and the Alternative Technology Association, and is a member of the Construction and Property Services Industry Skills Council Painting and Decorating RTO Co-operative. He is also a member of the technical committee for the Good Environmental Choice Architectural and Protective Coatings Standard



Secretary: Mr. Jim Laing

Jim is one of Australia's most respected painting trainers and assessors. With over 40 years experience in the industry he worked as a Apprentice Group Trainer on the Sunshine Coast and conducts assessments and training for Australian Construction Training Services in Queensland and New South Wales.



Marketing Manager: Mr Warren Jack

Warren has worked in advertising for several large corporations, and has launched several major brands. He is a qualified trainer for several Training Organisations, including the Australian Trades College. He is the CEO of the Institute of Training, and conducts training and assessment for major ASX listed companies in the building and construction industry. He also runs EnviroMaintenance in Sydney, and is concerned with improving working conditions for painters. He has conducted lectures in Sustainable Coatings Specification for Inhouse Group 3



Accreditation Officer: Marcin Antosz

Marcin is a fully qualified painter and decorator, and has a background in graphic design. He uses his artistic flair in his work, and in 2009 he founded Natural Colour in Brisbane. He is an expert in sustainable paints and coatings, and is researching sustainable methods of waste water handling.