

Specifier Insights Part 2

Education and Training

Education & training focus

“Suppliers need to develop new strategies and methods to add value to clients while reducing construction costs to make new projects more feasible”

Few suppliers are addressing the current complexity that has driven the cost of construction

Complexity will only increase

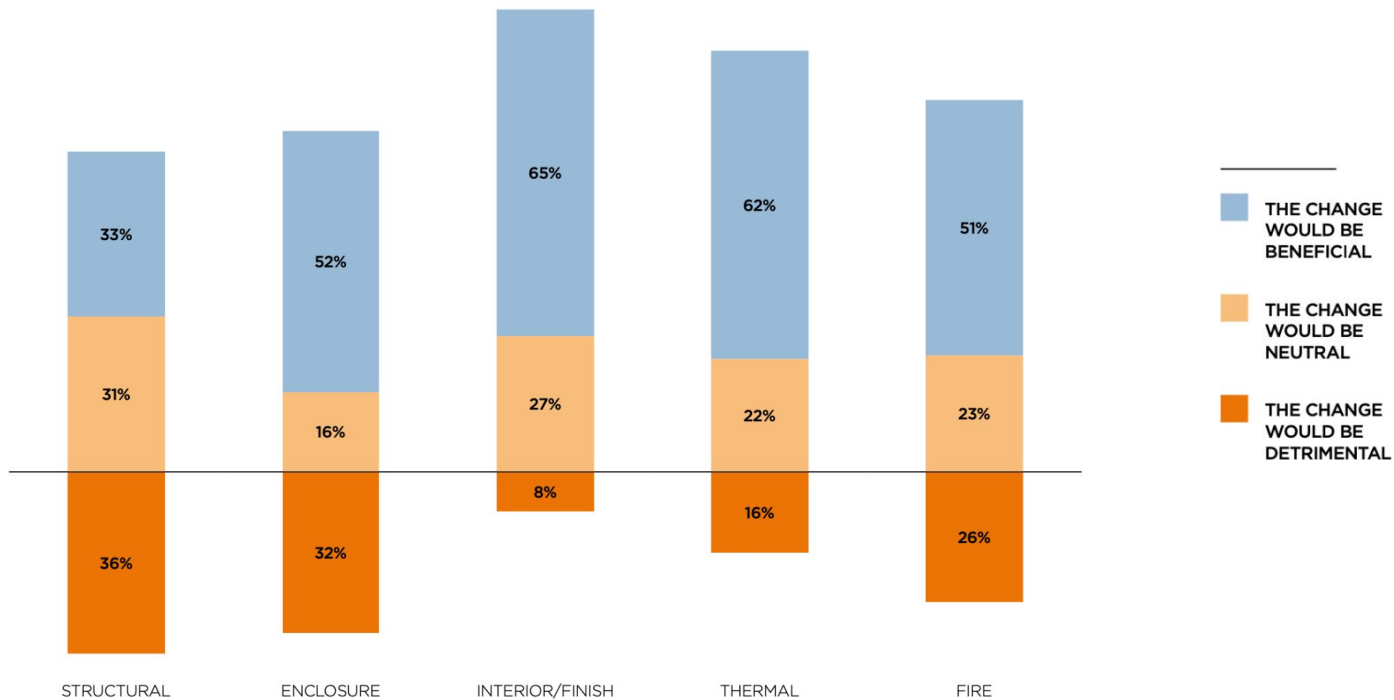
Building capability and efficiency

Biggest influences on product consideration and selection:

1. **Building efficiency - competing with overseas product**
2. **Cost considerations**
3. **H1 - early performance modelling**
4. **Carbon**

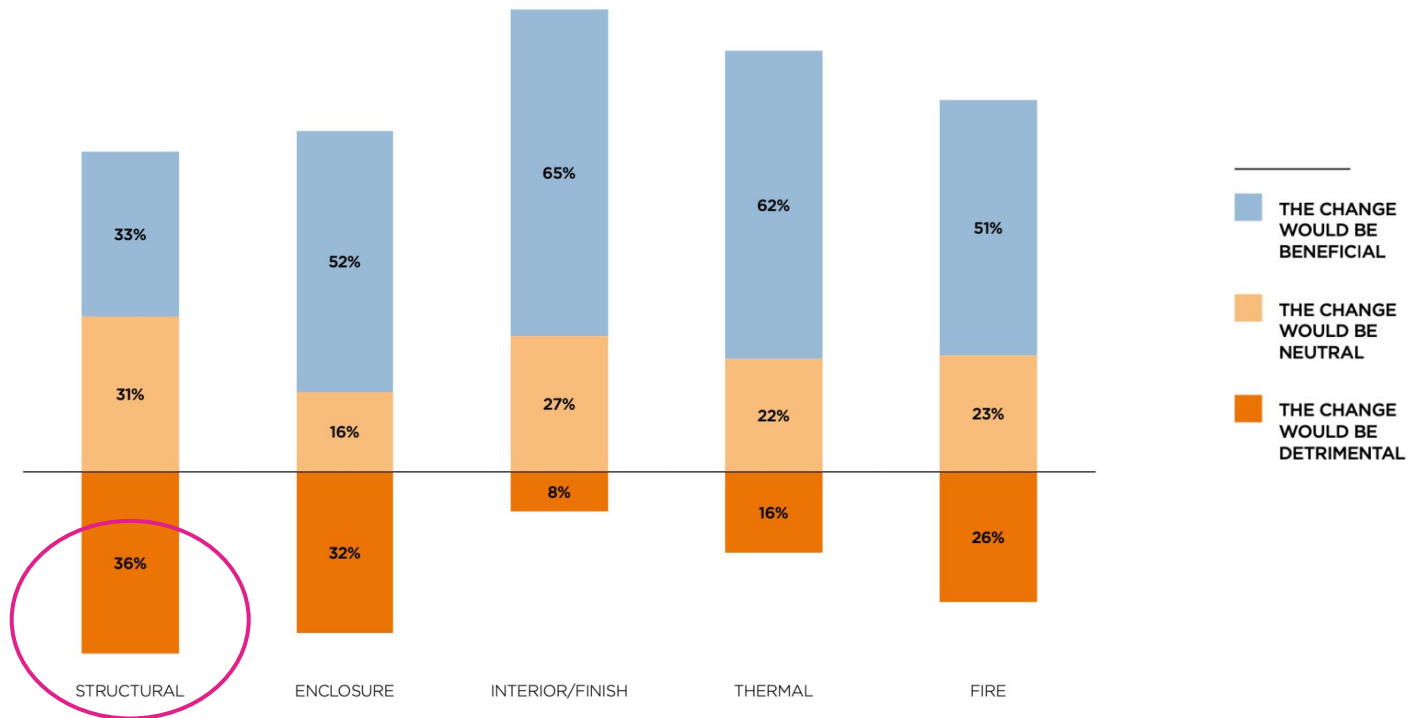
1 - Building Efficiency

Overseas products are coming



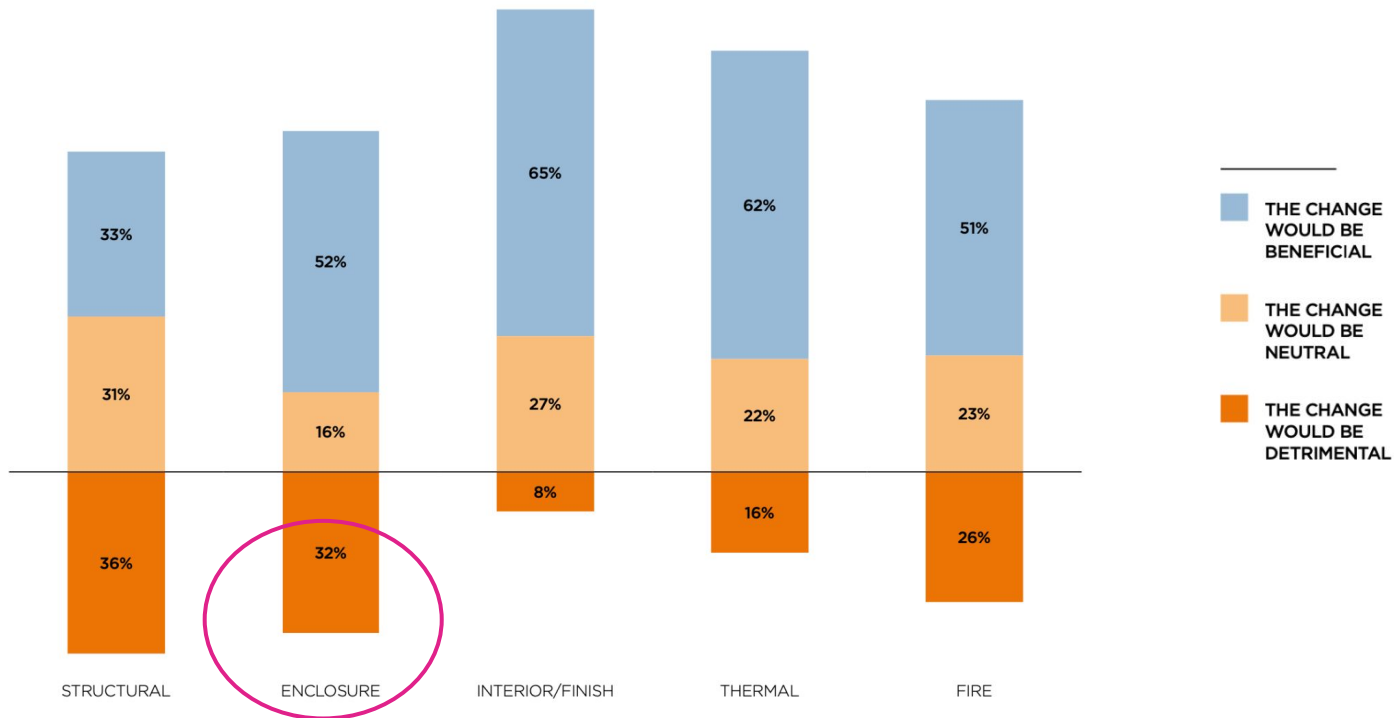
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In 2019 the median completion time for a detached house was 300 days.

In 2023 it was 569 days.

Building Efficiency

“Well-designed and documented projects will expedite council approvals, ensure accurate pricing, and facilitate smooth construction.”

Compliance improvements drive efficiency



74%
**COUNCIL
COMPLIANCE**

e.g. the time taken to get building consent, approval and costs associated



58%
DESIGN

e.g. improving design detailing and designers considering real-world challenges, designing for more efficient construction



47%
**ONSITE
EXPERIENCE /
TRAINING**

the skill level of staff



47%
PRODUCT

products that enable more efficient construction



40%
DOCUMENTATION

the level of documentation provided and required

Q: "IN 2023 THE AVERAGE STAND-ALONE HOUSE TOOK 569 DAYS TO BUILD (STATSNZ). AS AN INDUSTRY WE NEED TO RETHINK HOW WE APPROACH THE BUILD PROCESS TO DRIVE GREATER EFFICIENCY IN OUR BUILD PROGRAMME. WHICH AREAS WITHIN THE BUILD PROCESS OFFER THE MOST OPPORTUNITY TO INCREASE EFFICIENCY TO PRODUCE BETTER BUILD OUTCOMES AND MORE EFFICIENT CONSTRUCTION?"

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Building capability and efficiency

The following adds “real confidence” to 90%+ of specifiers:

1. **Clear scope and limitations of use**
2. **Compliance overview**
3. **Access to a complete technical manual**

○ Specifiers

We make technical information easy

Technical Details

Producer Statements

Masterspec Details

2 - Construction Costs

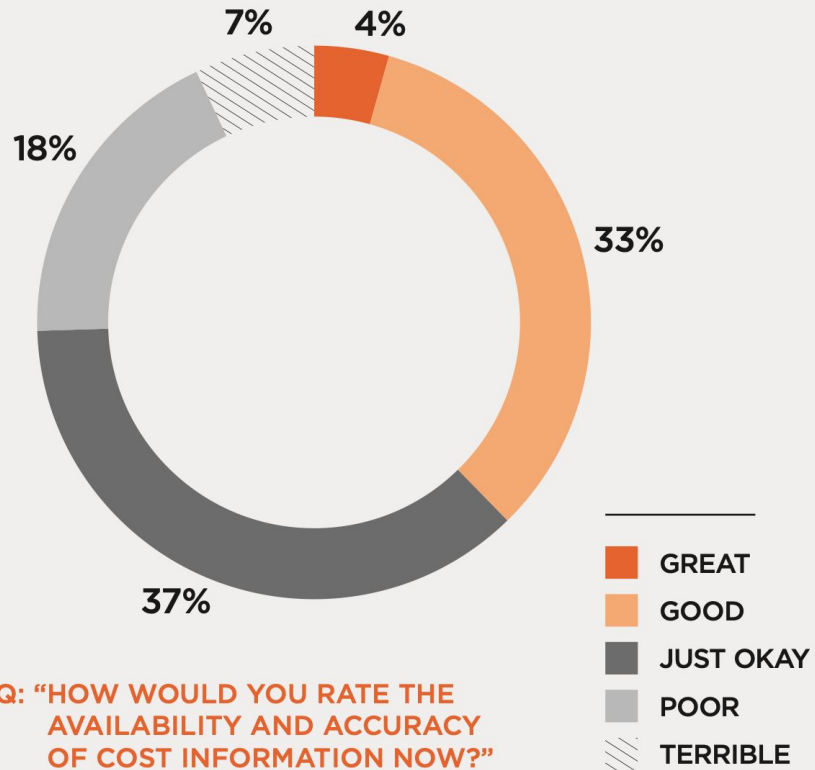
Construction Costs

Cost considerations is the most important factor impacting specification

Few suppliers are seen to be addressing the cost of construction (labour, risk, time) focus on maintenance and price

AVAILABILITY OF GOOD COST INFORMATION

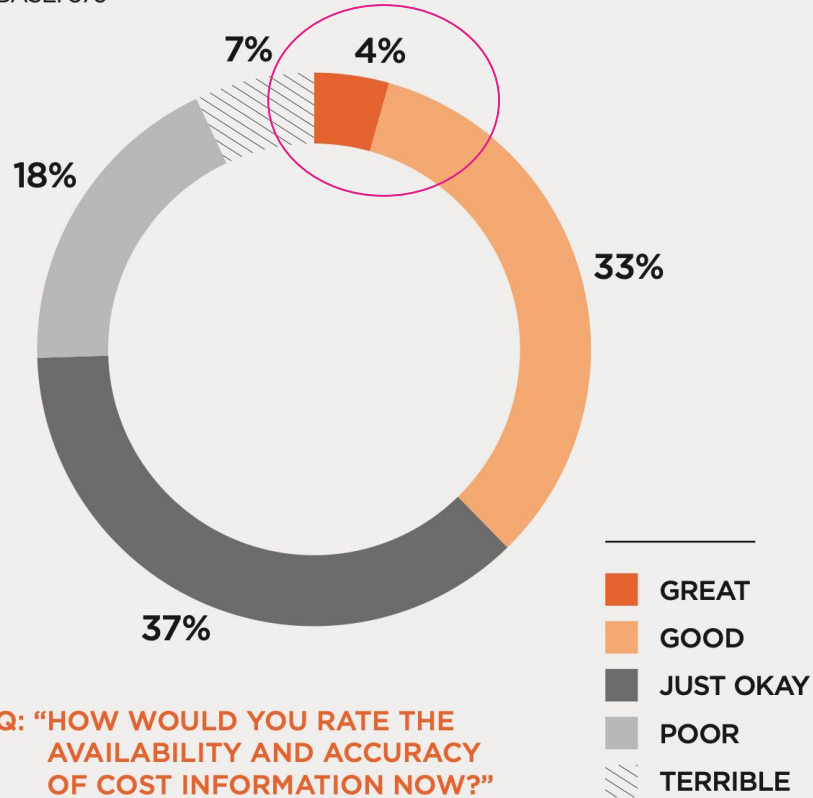
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Q: "HOW WOULD YOU RATE THE AVAILABILITY AND ACCURACY OF COST INFORMATION NOW?"

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Construction Costs

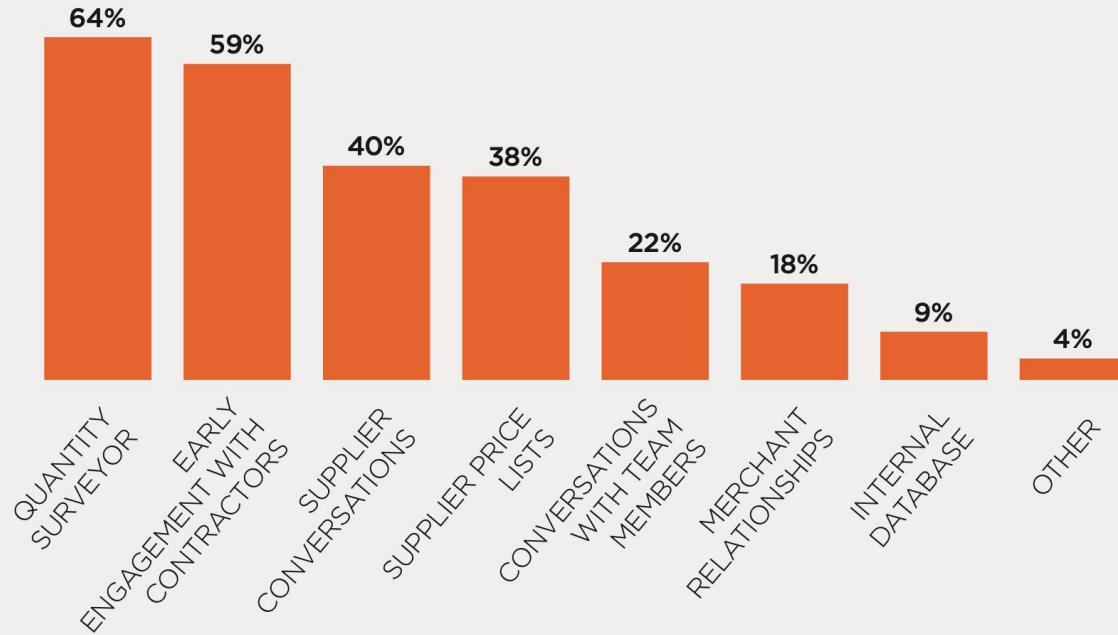
If I was a new supplier this is what I would target~

Biggest risk of a project going on hold is price

Arm an architect to avoid surprises and to set clear expectations with clients

SOURCES OF COST INFORMATION

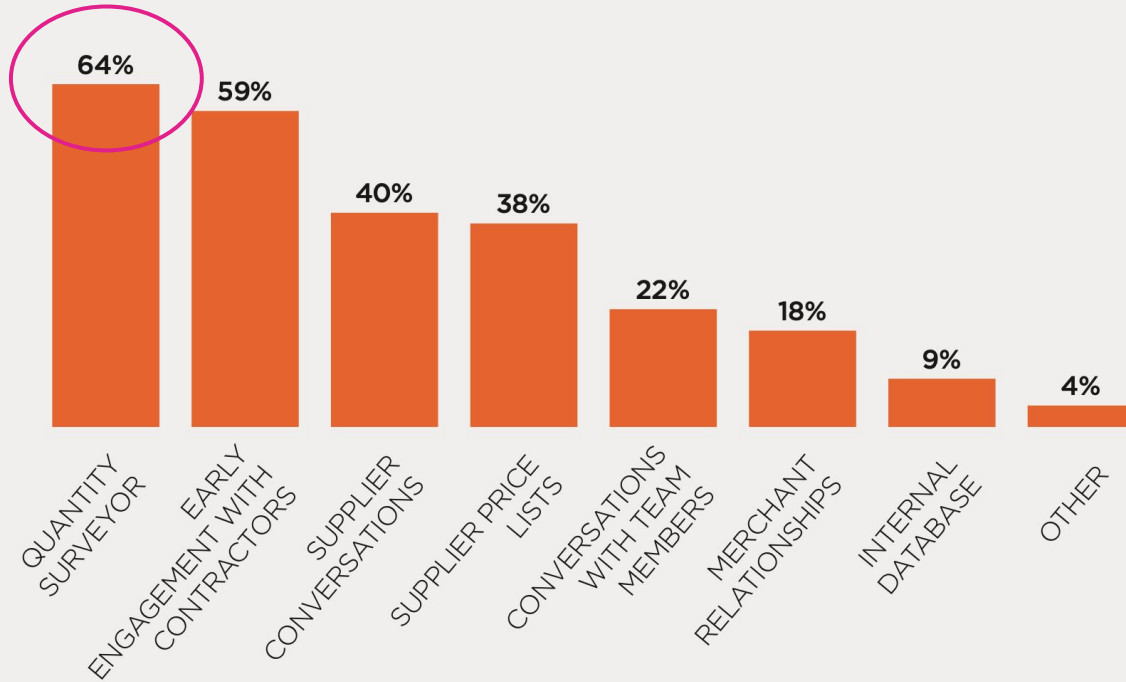
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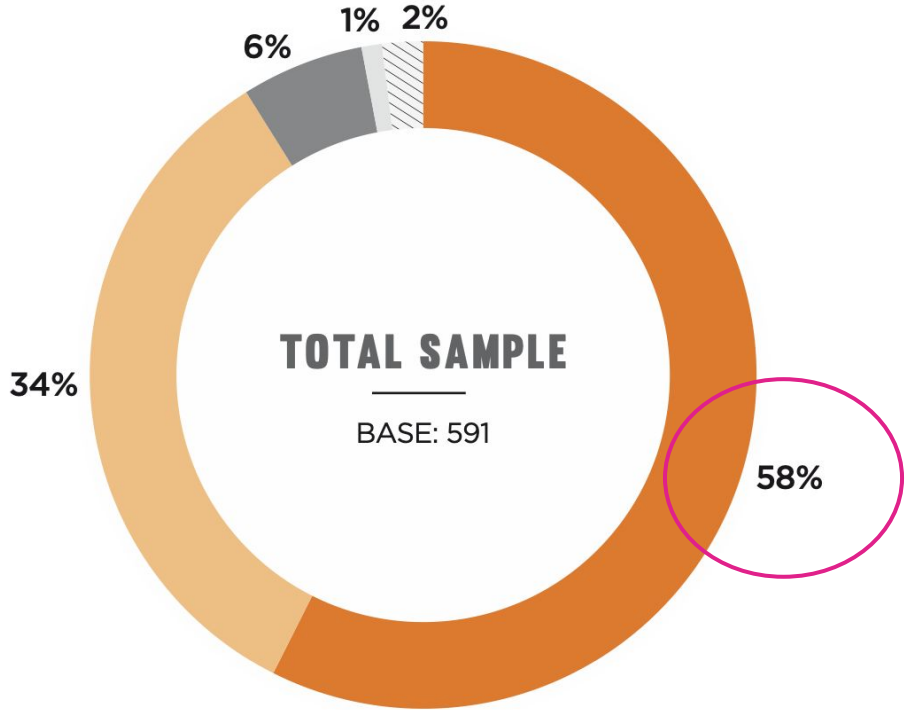
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3 - H1 Performance Modelling

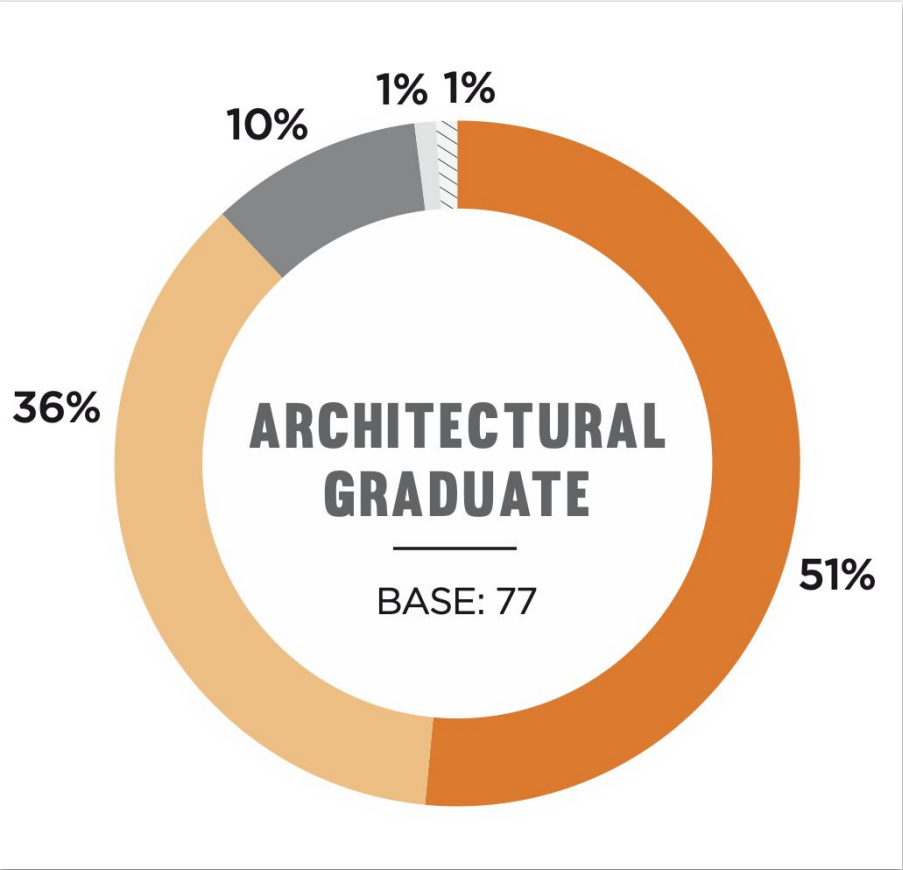


-  FULLY CONFIDENT
-  SOMEWHAT CONFIDENT
-  NOT VERY CONFIDENT
-  DON'T KNOW HOW THEY'LL EVEN IMPACT US
-  NOT APPLICABLE

21%

Although the majority of specifiers are confident in their ability to design to the new H1 standards, builders feel that most plans fail to reflect this. Only 21% of builders say that H1 details and information are well considered in the plans, specifications, and product information they've seen over the last 12 months.





H1 Design

60%+ are fully confident in their ability to design to H1

However only 21% of builders are happy with the H1 design & detailing on the plans they receive

Builders are saying that designers are not as good as they think they are. Note builders are less confident in understanding H1, so maybe it is they need more information than designers believe they do

H1 Design

So how can you help?

H1 Design

So how can you help?

The answer is not 101 training, or just talking about the product in isolation

Note ~50% of graduates are confident in designing to the new H1 requirements

Content Creation

#1

**HANDS-ON
AND PRACTICAL**

#2

**KNOWLEDGEABLE
& RESPONSIVE
PRESENTERS**

#3

**TARGETED
MATERIAL &
DYNAMIC DELIVERY**

#4

**ALIGNMENT WITH
THE PRACTICE &
ITS PROJECTS**

Format content for shorter attention spans

60 minute CPD/webinars are less valued than they were

Long form content needs to be curated

Online content requires engagement - Kahoot

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Long form content needs to be curated

“We like Nuralite’s webinars with their specific focus. Nuralite has built a following based on carefully targeted design considerations.”

Format content for shorter attention spans

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Long form content needs to be curated

Online content requires engagement - Kahoot

“Drinspace had great interactive models, they engaged staff rather than just talking to them”

Transition

CURRENT

Knowledge dump

Presentation

Sales Rep

FUTURE

Targeted and aligned
with practice

Discussion

Technical consultant

Audience Nuances

Graduates

AD/Technicians

Architect



Audience Nuances

Graduates

**Build my
confidence**

AD/Technicians

Architect

Audience Nuances

Graduates

Photos, case studies, H1, samples

Build my confidence

AD/Technicians

Architect



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Make me efficient

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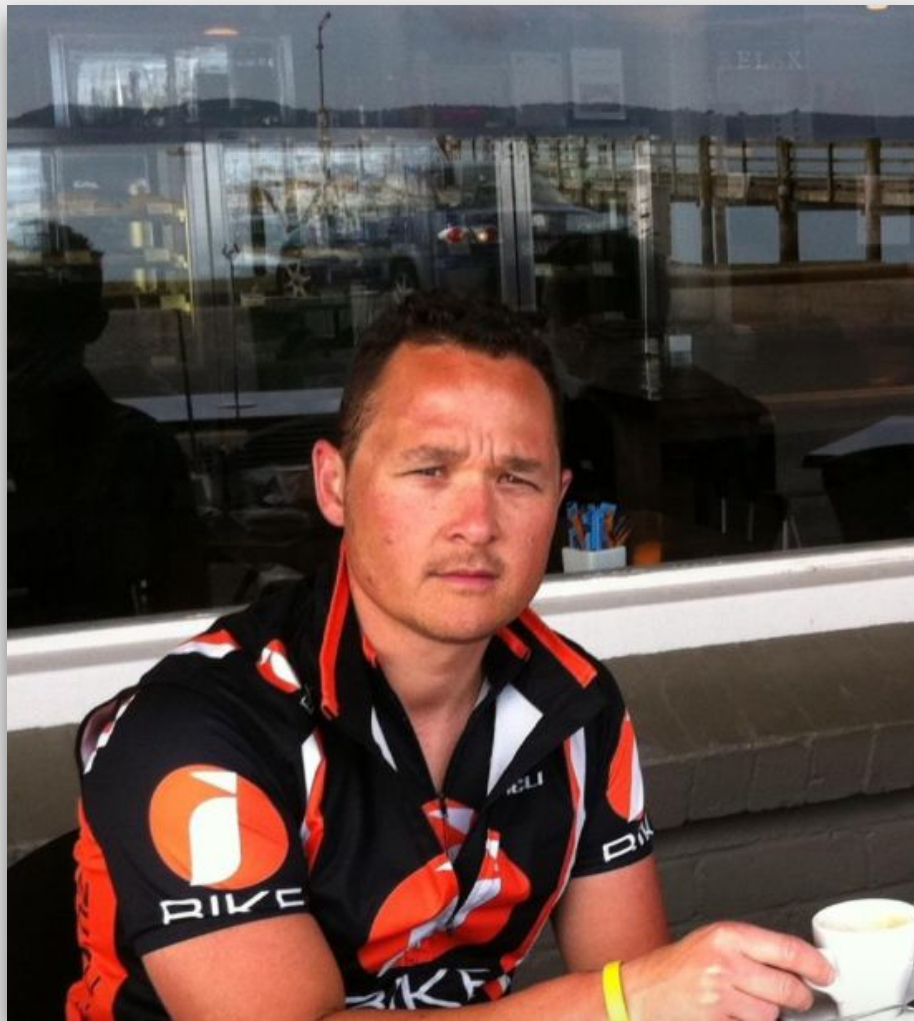
Build my confidence

AD/Technicians

Pricing, proof of use, compliance information

Make me efficient

Architect



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Architect

Give me the information to decide

Audience Nuances

Graduates

Photos, case studies, H1, samples

Build my confidence

AD/Technicians

Pricing, proof of use, compliance information

Make me efficient

Architect

Scope of use, Limitations, samples, sustainability

Give me the information to decide

Summary

1. Harder to access key specifiers with growth in smaller firms
2. **Smaller practices are doing more complex work**
3. Struggling with compliance
4. **More interested in construction costs than ever before**
5. Open to new methods & solutions to drive efficiency
6. **Willingness to do better**
7. Looking to learn differently than in the past

Six Quick Wins

1. Create a technical section on your website
2. Estimate cost savings or value creation
3. Reference carbon or resilience - look responsible
4. Reference a clear compliance pathway
5. Break up existing webinar recordings/presentations into chapters
6. Use large audience events to engage with isolated sole practitioners

S2P0

ECIF

SPECIFIED
— 2024

LE24D