

Dear Bridget,

RE: ecoSmart – Sustainable House, winner Best Exhibit & feature of the 28th HIA Home Ideas Show 26 March to 3 April 2005

We are delighted to have worked, again with Jan Brandjes Jan Brandjes Environmental Building Consultancy, Bridget Puszka, senior Project Architect, from BP Architects and John Selvarajoo from Bluescope Steel who were the driving force behind this years' major indoor feature, the 'eco Smart - Sustainable House'. Bridget Puszka drew up the plans and concepts and put together the educational information posters on Sustainable Homes, Jan was employed as project manager, but all three groups worked through the logistics of putting together this, the biggest and most popular feature the Show has ever embarked on in its 28 year history.

When going through our visitor surveys the feature was the most visited display during the 9 days of the show. Up to 70% of all visitors to the show went and walked through the 'ecoSmart - Sustainable House'. This amazing structure, all built from steel, created the most interest and fascination at the Show.

Below is a brief overview of the media attention and promotion generated from the feature:

- Through our print media, where the feature was promoted on our main press ads
- Through our radio campaign, with the feature being mentioned on some radio ads
- Through radio interviews, conducted by Jan and/or myself with live on-air mentions
- Through the Herald Sun official 16 -page supplement for the show
- Through editorial in the same supplement
- Through Posters promoting the show highlighted on the official Floor plan
- Through cross website promotion with the HIA Home Ideas Show
- Through relevant signage for your company surrounding the feature through other PR opportunities created while promoting the event
- Through an article in building product News organized by BP Architects
- Through Jan Brandjes' article In the Saturday Herald Sun Home Magazine

We would also like to thank the sponsors who have supported the ecoSmart exhibit. Without the support from all of the sponsors of the ecoSmart exhibit, it would not have been possible. The following lists all of the sponsors of the 2005 HIA Home Show feature exhibit, the ecoSmart sustainable house:

- Home Show site - Consumer Affairs Victoria
- Architectural design & documentation, Sustainable Building Information boards - BP Architects
- Project Management - Jan Brandjes Environmental Building Consultancy
- Steel House Framing - Steel Frame Solutions
- Colorbond Steel Roofing - BlueScope Steel
- Hebel Power Panel Wall Cladding - CSR Hebel
- Bulk PET Insulation & Solar fan - ThermoWool/Sunlight Shop
- Air Lock walling & Adjustable Louvred - Australian Polycarbonate Products
- Marmoleum Flooring - Forbo Flooring
- Double Glazed Windows - Everglaze Windows
- Grey Water systems - Gekko System by GJ Systems
- Rain water collection systems - BlueScope Steel Think Tanks
- Solar Hot Water - Dux Gas Boostered Solar Hot Water
- Photo-voltaic panels - supplied by SolarCharge
- Glass Brick Wall - Glass Brick Company
- 95% recycled content Plasterboard - PowerScope Pty. Ltd.
- Blower Door - Blower Door Technologies
- Bench tops - Quarella Quartz Australia
- Roof Gutters - Smartflo Gutters
- Solar Pergola - Stratco
- Air Filter & Heat Pump - Bernard Desormeaux

Consumer Affairs Victoria, BP Architects, Jan Brandjes Environmental Building Consultancy, BlueScope Steel and Steel Frame Solutions were the major sponsors of the exhibit, having contributed a huge input in to what has been the most successful feature in the 28th year history of the HIA Home Ideas Show.

Looking forward to working with you all.

Kind Regards.



Peter O'Flynn
Group Manager-Home Interest