



Sustainable
Builders
Alliance

OPEN SITE TOUR

Partnership Information Pack

Sustainable Builders Alliance

sustainablebuildersalliance.com.au

What is an Open Site Tour?

An Open Site Tour is an opportunity for a builder to open their project site to the broader industry community at a key stage of construction giving builders, architects, designers, and potential clients a rare behind-the-scenes look at the work, techniques, and sustainable practices being employed on a real project.

These tours are one of the most powerful forms of industry education available. They provide attendees with hands-on exposure to the way high-quality, sustainable construction is delivered in practice, far beyond what can be conveyed in a classroom or conference setting.

Why Partner with SBA?

The Sustainable Builders Alliance (SBA) is an industry body dedicated to making the construction of Net Zero Sustainable Homes (NZSH) mainstream in Australia. When a high-profile builder opens their site, partnering with SBA means:

- Your event is amplified to SBA's established community of builders, architects, and industry professionals
- You receive co-branded marketing assets and promotion across SBA's channels and your own
- Your project becomes a recognised educational resource within the industry
- Any sponsors or product suppliers featured in your project gain valuable exposure to a highly engaged, trade-focused audience
- You receive logistical and event management support from the SBA team at no charge

What SBA Provides

SBA offers the following support for Open Site Tours at no cost to the hosting builder:

Ticketing Management

SBA will manage all ticketing for the event through Humanitix, our preferred ticketing platform. This includes:

- Setting up and managing the event listing
- Processing registrations and attendee communications
- Providing a guest list for on-the-day management
- Humanitix is a not-for-profit platform, fees support charitable causes

Co-Branded Marketing Assets

SBA will develop professional, co-branded promotional materials for the event, including:

- Digital event graphics suitable for social media (Instagram, LinkedIn, etc.)
- Email campaign content distributed to the SBA community
- Event listing on the SBA website and communications calendar
- Assets formatted for use across both SBA's channels and the builder's own channels

SBA Representative on the Day

An SBA representative will attend the event on the day and provide a short introductory talk to welcome attendees, contextualise the event within SBA's educational mission, and acknowledge any sponsors or product suppliers featured in the project.

Sponsor Recognition

If the project features products or materials from any SBA sponsors or industry partners, SBA will ensure these are acknowledged in the event marketing and on the day — providing additional value for both the builder and the sponsor.

What the Hosting Builder Provides

To make the tour a success, we ask that the hosting builder:

- Completes the SBA event detail form so we can set up ticketing and marketing assets
- Supports the promotion of the event across your own channels (e.g. social media, email database, and industry networks) using the co-branded assets provided by SBA. We recommend tagging relevant project partners where possible
- Provides SBA with a copy of their current public liability certificate of currency prior to the event being promoted
- Provides a site emergency plan and OH&S documentation prior to the event
- Provides safe and compliant access to the site for the agreed number of attendees
- Meets all applicable Work Health & Safety (WHS) obligations on the day, including any required PPE, inductions, or exclusion zones
- Nominates a site representative or spokesperson to guide attendees and speak to the work
- Provides reasonable notice if the event date needs to change due to construction progress or site conditions
- Collects and provides to SBA a record of names attending each session

Insurance & Liability

Important — Please Read

SBA holds public liability insurance (AUD \$20,000,000 per claim) underwritten by Lloyd's, which covers SBA's business activities, including the attendance of an SBA representative and the coordination services we provide.

However, SBA's cover does not extend to the physical construction site, the building works, or the builder's obligations as site controller. The hosting builder is responsible for:

- Holding their own public liability and site insurance adequate for visitor access
- Ensuring the site is safe and compliant under Work Health & Safety legislation
- Any claims arising from injury or property damage on the construction site

We kindly request the builder provides SBA with a copy of their certificate of currency prior to the event being promoted.

How It Works

Getting your Open Site Tour up and running with SBA is straightforward:

1. **Complete the event detail form** — share the key information about your project, site, and proposed tour date (link below).
2. **SBA reviews the submission** and confirms participation, usually within 2–3 business days.
3. **SBA sets up the Humanitix ticketing event** and develops the marketing assets in collaboration with the builder.
4. **The event is promoted** across SBA channels and shared for distribution on the builder's channels.
5. **On the day**, SBA's representative attends, delivers the introductory talk, and supports the event.

Submit Your Event Details

To register your interest and provide us with the information we need to get started, please complete the form at the link below. The form covers the key details of your project, your proposed tour date and format, site access arrangements, and any sponsors or products you'd like highlighted.

Open Site Tour — Event Detail Form

[Click here to access the form](#)

docs.google.com/spreadsheets/d/1D1roVSUBJTW-Odal2fkTxn0OP8iNMJ6Qutm2vkGZwIw

If you have any questions before completing the form, please reach out to the SBA team directly.

Get in Touch

We're excited to work with builders who are doing great work and want to share it with the community. If you'd like to discuss running an Open Site Tour before submitting the form, please get in touch.

Sustainable Builders Alliance

Website: sustainablebuildersalliance.com.au

23 Everist Road, Ocean Grove VIC 3226