#### PREFAB ROADMAP:

## A WAY FORWARD for PREFABRICATION in NEW ZEALAND (2013-2018)

### **Industry Vision:**

A successful prefabrication industry producing high quality, well designed, affordable, functional and inspiring residential and commercial buildings for satisfied customers.

#### **Measures of Success:**

Clients receive increased value through high-quality functional buildings delivered on time and on budget

Specifiers
collaborate with
clients and
producers early
on, and use
digital
technology to
share files with
producers

Producers
collaborate
early on to
achieve cost
and time
savings using
innovation and
technology
where possible

Regulators
use consistent
terminology for
prefab terms,
are familiar
with different
systems and
use online tools
for assessment

Government takes a proactive approach to continuous improvement, leading by example and communication

# **Challenges:**

### **Misconceptions**

- Tainted image from historical experiences
- Standard designs
- Temporary structures used past use-by-date
- Poor site orientation
- Lightweight and cheap materials
- Mass-production versus custom
- Poor performance
- Risk of non-traditional

#### **Market Size**

- Limited market size
- Economies of scale unknown
- Project decisionmakers carry risk
- Access to design team at early stage
- Boom: bust cycle
- Unknown demand and incoming work
- Existing capacity not being utilised

### **Start-up Costs**

- Large start-up investment needed
- Financing difficulties
- Unknown break-even point
- Unknown pipeline of incoming work
- Suppliers disconnected from specifiers
- Products need a clearer path to market

# Technical Education

- Lack of product awareness
- Need for specification technical guidance
- No quality assurance system
- Assembly and installation info needed
- Maintenance and asset management guidance needed

### **Actions:**

- Portal website
- Online tools and info
- Case study precedents
- Value Case
- Interactive tools
- Exhibitions
- Showcase / Demo
- Events
- Conference
- Publications
- Media, TV, radio
- Leadership

- Transparent pipeline of incoming work
- Client-focused market research
- Portal website as single source of information
- Understanding market needs of price: value
- Identify key market areas and decisionmakers
- Investigate export markets with NZTE
- International site visits and events
- Tap into expat networks

- Transparent pipeline of incoming work
- Research on breakevent point for investment
- Develop value case for investment in start-up
- Connect manufacturers with major project clients
- Encourage R&D investment
- Access funding for innovation
- Product integration with BIM + online consenting
- Consistent consent and regulation process

- Agreed terminology across sector
- Case study precedents
- Events to connect products and specifiers
- Use established education deliverers
- Facilitate on-the-job training
- Technical series seminar + publications
- Quality assurance scheme
- Online technical info with BIM product specs