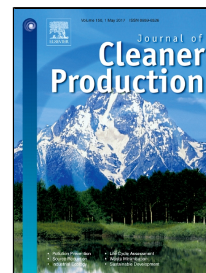


Accepted Manuscript

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PII: S0959-6526(17)30654-6
DOI: 10.1016/j.jclepro.2017.03.190
Reference: JCLP 9317
To appear in: *Journal of Cleaner Production*
Received Date: 19 October 2016
Revised Date: 08 February 2017
Accepted Date: 27 March 2017

Please cite this article as: Anthony Morris, Jian Zuo, Yutao Wang, Jiayuan Wang, Readiness for sustainable community: A case study of Green Star Communities, *Journal of Cleaner Production* (2017), doi: 10.1016/j.jclepro.2017.03.190

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Readiness for sustainable community: A case study of **Green Star Communities**

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Abstract: The aim of this research is to gain a greater understanding of the concept of sustainable communities, specifically in the context of the Green Building Council of Australia (GBCA)'s *Green Star – Communities* and its potential impact on the future of urban development. Due to its recent introduction, there has been a lack of research and critical analysis about the rating tool's anticipated influence within the local industry.

The data collection for this research used both quantitative and qualitative methods, through a questionnaire survey and semi-structured interviews. The survey results showed that only 35% of the respondents were aware of *Green Star – Communities*' pilot release; and their likelihood of using the tool in the future produced an overall negative score. The highest perceived barriers to adopting the rating tool involved additional costs, time and complexity of the process. Meanwhile, the strongest perceived benefits included the tool's marketing potential, as well as respondents' concern for the environment.

Interviewees noted that Government initiation and funding had been a key success factor for the implementation of their *Green Star – Communities* project. This provided a basis for the theory that it may still be some time before the use of the tool is initiated by the private sector. The flexibility of the rating tool and its subsequent suitability for all types of developments was identified as an area for future improvement by the GBCA. Improved marketing of the tool and a fundamental behavioural change for industry members were identified as the two main factors that would improve the application of *Green Star – Communities* and increase the number of registered developments. It is anticipated that

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