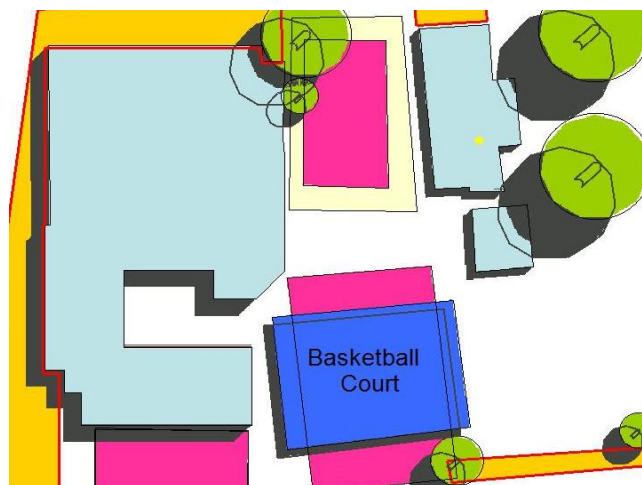# Capability Statement
Shade Consulting Services

April, 2009

Prepared by
John Greenwood

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OVERVIEW

WebShade is a professional consulting, training and software development organisation that specialises in creating comfortable and sun-safe outdoor environments. Utilising our Shade Audit methodology and unique visualisation software, we have gained recognition as one of Australia's leading experts in shade planning and design.

As independent shade planning consultants, WebShade has been successful in:

- Providing clear 'best-practice' guidelines for planning and design of shade and shelter within outdoor environments

- Training local government authorities and the community in the implementation of shade design principles utilising the Shade Audit process

- Achieving greater public awareness of the importance of protection from solar ultra-violet radiation to reduce the incidence of skin cancer

- Educating the owners, managers and designers of public open space to respond appropriately to the issue of solar protection

- Delivering shade projects that provide effective solar protection and comfort for outdoor spaces.

Consulting

- Preparation of strategic plans for the solar protection of public + private open space using the Shade Audit to objectively determine solar protection needs and solutions

- Design + documentation of shade projects, working in collaboration with architects John Greenwood + Associates Pty Ltd.

Education + Training

- Development and presentation of shade planning seminars, workshops and lectures

- Publication of shade design guidelines, technical papers and training resources.

Software

- Design + development of WebShade software, an inter-active shade planning tool that allows users to assess UV risks of outdoor activity areas and to project shade for anytime during the day, any time during the year.

OUR WORK

WebShade offers shade planning consultancy services for schools, child care centres, resorts, sporting complexes and all outdoor venues used by the public where protection from solar ultra-violet radiation is a priority.

As consultants to the Olympic Co-ordination Authority, WebShade (formally Shelter Strategies) was responsible for undertaking the Olympic Park Shelter Study in 1998. This study involved developing shade and rain shelter strategies over the entire public domain of the Olympic site, and resulted in a significant change in attitudes to solar protection and the construction of several structures.

In 2001 WebShade was commissioned to undertake a post-Olympic review of Sydney Olympic Park. This involved evaluation of the shelter principles, assessment of established usage patterns in event and non-event mode and assessment of built and natural shade.

Typical of our consulting services was our role in assisting the NSW Department of Sport and Recreation in the planning and construction of a spectator shade structure for the Narrabeen Sports Centre athletics track.

This involved shade modeling of several options, development of 'performance requirements' document, evaluation of proposals and advising on the tenders received. The project was successfully completed in 2008 (pictured at right).

WebShade undertakes Shade Audits for a wide range of locations, particularly including schools and child care centres.

As a result of a Shade Audit of Birchgrove Public School, and working in association with architects John Greenwood + Associates Pty Ltd, we undertook the design and documentation of a basketball court shade structure, which was completed in 2008 (at right).

CLIENTS

Below is a list of some of our clients and the project work we have undertaken on their behalf:

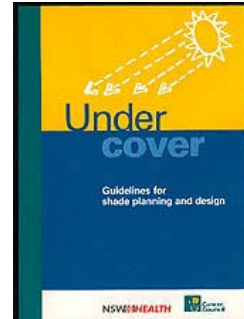|	
Sydney Olympic Co-ordination Authority	Shade Consulting
Taronga Park Zoo	Shade Consulting
Sport + Recreation NSW	Shade Consulting
Toronto City Council, Canada	Shade Audits
Ryerson University, Canada	Shade Consulting
Avoca Shade Systems, Canada	Shade Modelling
Cancer Council NSW	Shade Consulting + Advocacy
Cancer Council Victoria	Shade Consulting + Advocacy
Health Sponsorship Council, NZ	Shade Consulting + Shade Audits
New Zealand Cancer Society, NZ	Shade Consulting + Advocacy
Archgola Limited, NZ	Shade Audits
Suncorp	Shade Consulting + Software
Archicentre	Training + Shade Audits
Birchgrove Public School	Shade Consulting + Shade Audit
Balmain Public School	Shade Consulting + Shade Audit
Willoughby Girls Public School	Shade Audit
Blacktown City Council	Shade Audits
Parramatta City Council	Shade Audits
Marrickville Municipal Council	Software + Shade Consulting
Gosford City Council	Software + Shade Consulting
Illawarra Children's Services	Shade Audits

ACCREDITATIONS

Publications

- *"Undercover - Guidelines for shade planning and design"*,
  NSW edition, 1998

- *"Undercover - Guidelines for shade planning and design"*,
  New Zealand edition, 2000

- *"Protecting Against Solar UVR"*, Environmental Design Guide,
  RAIA, Nov, 2000

- *"The Shade Audit"*, Environmental Design Guide,
  RAIA, May, 2000

Awards

- *Nomination –*
  Prime Ministers Community/Business Partnership Awards, 2001

- *Winner –*
  Small Business Award at Inaugural NSWCC Awards, 2000

- *Winner –*
  Shade Ideas Competition, NSW Health + RAIA, 1992

Seminars

John Greenwood has lectured extensively on shade planning throughout Australia, NZ and Canada including:

- Presenter, local government shade planning seminars NSW, 2006 – 2008
- Presenter, local government shade planning seminars Victoria, 2006 - 2007
- Presenter, NIWA workshops "UV radiation + its effects' 2002 + 2006
- Key speaker, "Designing for Shade" conference, Ryerson, Toronto, Canada 2003
- Presenter, shade planning seminars in Northern Territory, Tasmania and NZ, 2000-1
- Guest speaker, 'Healthy Places' Conference, Sudbury, Canada, 2001
- Shade planning workshop/seminars NSW, 1998 -1999

CONSULTANT PROFILES

John Greenwood

John is the founder and Managing Director of WebShade, is an architect with over 25 years experience in a wide range of residential and commercial projects.

For the past 12 years John has specialised in shelter and shade planning. In 1992 his designs were awarded at the Shade Ideas Competition (NSW Health); in 1995 he participated in the preparation of the Health Promotion Plan for Skin Cancer Control and was a member of the Shade Policy Reference Group which reported to NSW Health.

In 1998 John co-authored the Cancer Council NSW publication **"Undercover - Guidelines for shade planning and design"**, highly regarded as the most comprehensive shade planning document in Australia. This publication has now been adapted for use in South Australia and New Zealand.

John undertook the shelter study of Sydney Olympic Park and now works extensively advising a wide range of managers of outdoor public spaces regarding solar protection issues.

In March of 2003, John embarked upon the computerisation of the Shade Audit process. The first conceptual designs for the WebShade software application had commenced and by May 2005 a prototype was developed incorporating many of the features found in the software product today. In September 2006, the WebShade software was release for commercial use.

Peter Vernon

Peter's background is in IT and he has successfully delivered many information technology products and services to large corporate and government clients. Peter has worked for WebShade since June 2006 and has conducted many Shade Audits over that period. Peter has also been involved in the development of the WebShade software and project managed many of its implementations in Australia and New Zealand.

Peter has been fully accredited in the use of WebShade software and the Shade Audit process. Peter has also worked with several shade industry manufacturers to understand their business model and improve their shade design and planning expertise.

Harry Greenwood

Harry has been fully accredited in the use of WebShade software and the Shade Audit process. He has conducted Shade Audits on many childcare centres and parks in Australia and Canda.