



Mass Timber Construction as an Alternative to Concrete and Steel in the Australia Building Industry: A PESTEL Evaluation of the Potential

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Author: Kremer, Paul
Symmons, Mark

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Summary:

The present paper is the first to conceptually assess the viability of mass timber construction (MTC) as an alternative construction material/method in Australia. It fulfills an identified need to examine an innovative construction process providing much needed information concerning the technologies current position and future disruption to traditional construction methods. A common tool used in business management studies, the PESTEL model, Political, Economic, Social, Technological, Environmental and Legal is employed to provide structure for a strategic analysis of the technology. Mass timber construction clearly demonstrates some advantages including cost savings, primarily in the reduction in on-site labour costs; a lower environmental impact and use of a renewable resource; and possibility of improved amenity and reduced running costs for owners and occupiers. The estimated market potential for MTC in Australia indicates that a local plant might be viable as the market grows, and warrants funding to underpin a full feasibility assessment.

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Resource Link

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