WebShade

Capability Statement

WebShade Consulting Services

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Prepared by
John Greenwood

WebShade Pty Ltd
340 Darling St, Balmain 2041
ph 9818 2177

www.webshade.com.au

OVERVIEW

WebShade is a professional consulting, training and software development organisation that specialises in creating 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 the planning and development of sun-safe environments.

Through our <u>independent</u> consulting activities, WebShade has been successful in:

- Providing clear 'best-practice' guidelines for the planning and design of safer outdoor facilities.

- Training local government authorities and the community in the implementation of sun-safe 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;

Consulting

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

- Development and implementation of comprehensive Solar Protection Policies for local government authorities.

- Review and develop solar protection policies for workplaces.

Education + Training

- Developing and presenting shade planning seminars, workshops and lectures

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

Software

- The WebShade software is an interactive tool that allows users to assess UV risks of outdoor activity areas.

- The software allows for shade projection models to be developed for anytime during the day, any time during the year.

OUR WORK

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, resulting in a significant change in attitudes to solar protection and the construction of several structures.

In August, 2001 WebShade was commissioned by **Sydney Olympic Park Authority** to undertake a post-Olympic review of rain shelter and shade protection at **Sydney Olympic Park**. This involved evaluation of the shelter principles established in the 1998 study, assessment of established usage patterns in event and non-event mode and assessment of built and natural shade.
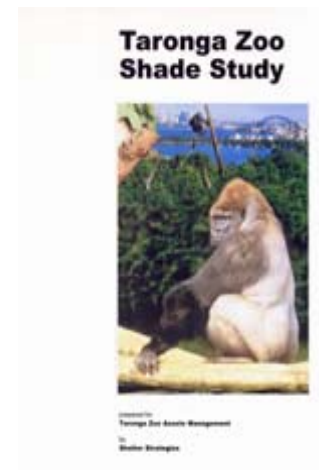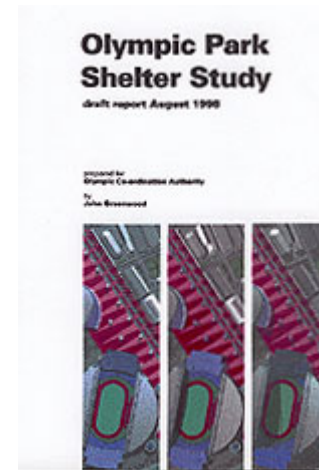
The review also involved comparative evaluation of other key sporting and outdoor venues Sydney Cricket Ground, Melbourne Sports Precinct + Circular Quay and identified key locations and strategies for future shelter.

In 2000, a shade study of **Taronga Zoo**, Sydney was undertaken, assessing the quality of existing shade and the need for increased UVR protection for visitors to this world famous facility.

WebShade also offers shade consultancy services for schools, resorts, sporting complexes and all outdoor venues used by the public where protection from solar ultra-violet radiation is a priority.
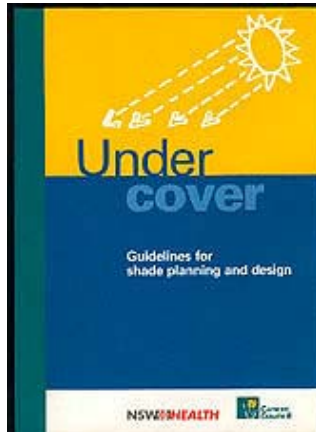
In the area of policy development, WebShade works with local government authorities to prepare and implement comprehensive solar protection policies. These policies address the four areas of local government responsibility with regard to solar protection:

- managers of public outdoor facilities

- employers of outdoor workers

- consent authorities

- providers of community information and education.

Publications

- Co-author *"Undercover - Guidelines for shade planning and design",* 1998

- Co-author NZ edition of "*Undercover",* 2000

- Author "*Protecting Against Solar UVR*", 2000

Awards

- Nominated Prime Ministers Community-Business Partnership Awards, 2001

- Small Business Award at Inaugural NSW Cancer Council Awards, 2000

- Awards, Shade Ideas Competition, NSW Health + RAIA, 1992

Seminars

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

- Local Government shade planning seminars NSW, 2006 – 2008

- Local Government shade planning seminars VIC, 2006 - 2007

- 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.

Louise Deakin

Louise is our Director responsible for research in the area of skin cancer prevention and the harmful effects of ultraviolet radiation, is **Louise Deakin** (D.Phys, USyd; G.D.Sports Sc, USyd).

With extensive experience as a physiotherapist and a strong interest in occupational health and safety, Louise is also involved in the development of an innovative, shade planning software program.

Her role ensures that WebShade maintains current 'best practice' in shade planning and design and the creation of sun-safe outdoor environments.

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.