

**RORY BRACKEN**  
**HEAD OF CARBON AND CIRCULAR ECONOMY**

**Driving demand for low  
emissions products through  
policy, procurement and  
carbon transparency**





## **ACKNOWLEDGEMENT OF COUNTRY**

We would like to acknowledge that our projects touch many parts of Country where members and Elders of the local Indigenous community have been custodians for many centuries.

We acknowledge their living culture and their unique role in the life of these regions.

We would like to acknowledge that our works are carried out on the traditional lands of Gadigal of the Eora Nation , people and we pay respects to Elders past, present and emerging.



## TRANSFORMATION OPPORTUNITY

# SOMETHING TO THINK ABOUT

### Three Questions for the Audience

- What strategies will create the strongest demand signals for low-emissions products in your sector?
- How would transparency in carbon data reshape procurement in your organisation?
- What barriers or risks worry you most – and how can industry overcome these?

The value Fulton Hogan Australia delivers is grounded in long-term partnerships with public and private sector clients, focused on quality, safety, and reliability. As infrastructure demand accelerates, the company will continue to play a critical role in delivering assets that are not only fit-for-purpose but increasingly low carbon and climate-resilient.

Fulton Hogan Australia provides a wide range of infrastructure products and services across transport, utilities, construction, surfacing, and asset management. Our diverse and vertically integrated business model allows Fulton Hogan Australia to control key elements of its value chain providing the flexibility to innovate, invest and influence sustainable outcomes.



**Quarry operations and  
materials transport**



**Asphalt and surfacing  
solutions**



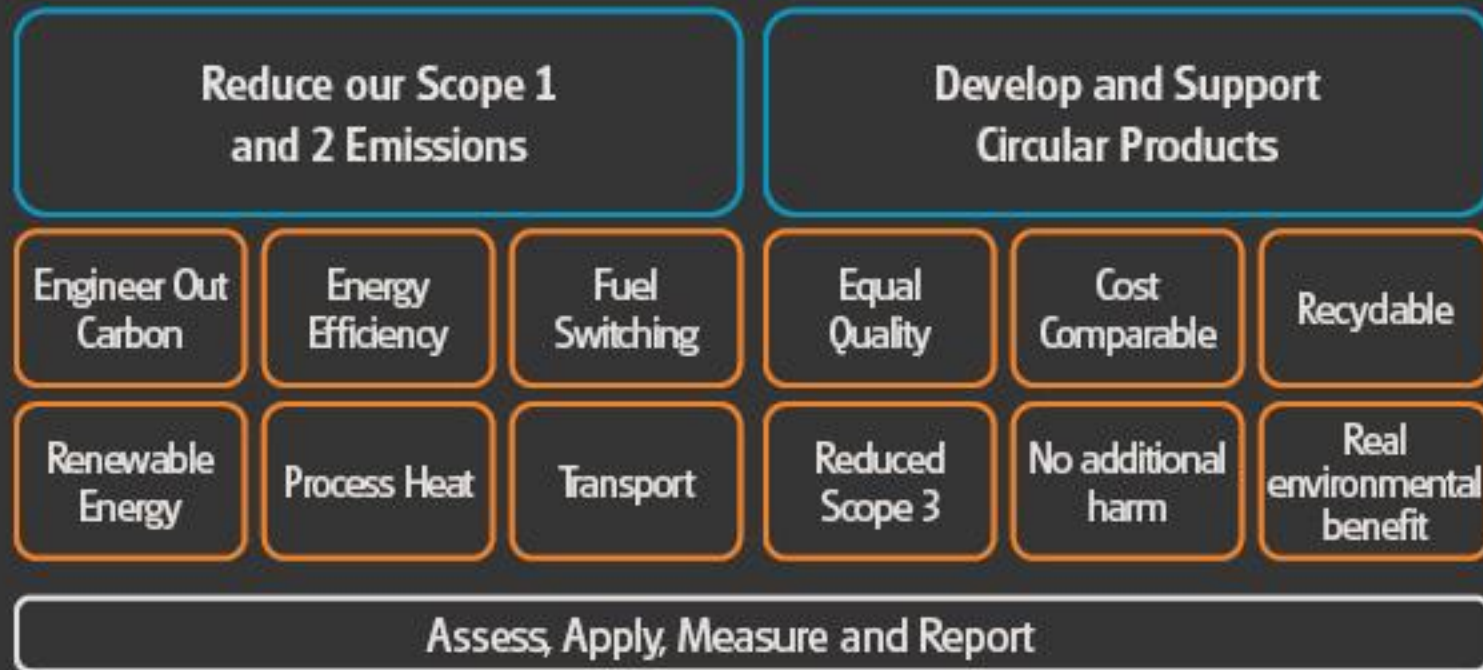
**Construction and civil  
infrastructure delivery**



**Utilities and services**

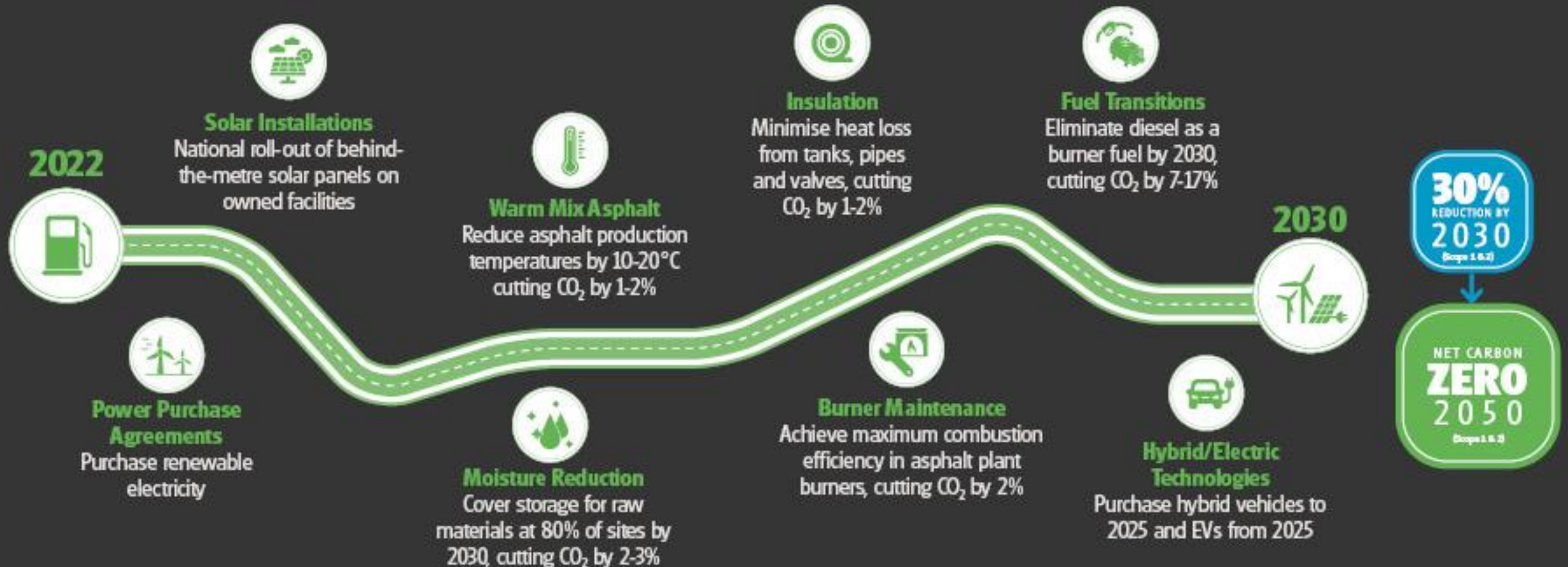
## STRATEGIC INTENT

# SUSTAINABLE, SECURE, ECONOMICAL



TOWARDS 2030


# WHAT IS FULTON HOGAN DOING?





TOWARDS 2030

## THE CHALLENGE

 **Fulton Hogan**

Scope 3 carbon reduction needs leadership and true partnerships– industry has a desire to work collaboratively with clients to create tangible impacts.

Many organisations have developed strategies, policies and targets, but real action is lagging.



## TIPPING POINT

# THE SUSTAINABILITY CRISIS AND MARKET FAILURE

An aerial photograph of a wide, reddish-brown dirt road winding through a dry, hilly landscape. A solid blue line is painted along the left edge of the road, starting from the bottom and curving into the distance. A blue truck is visible at the bottom of the frame, driving along the road. The surrounding terrain is arid with sparse vegetation and some trees in the distance.

Despite decades of investment in clean technology and efficiency, the **crisis is deepening**

### **Transition is inevitable**

the only question is whether it will be managed proactively or forced by crisis.



## BUSINESS IMPERITIVE

# THE LIMITED OF ESG AND TRADITIONAL CORPORATE RESPONSIBILITY




Markets respond to value  
and rules, not just virtue.

Real progress needs market  
design and policy integration

## MARKET REDESIGN

# SYSTEMIC MARKET REDESIGN POLICY, PROCUREMENT & CARBON TRANSPARENCY



Demand for low-emissions products must be engineered through policy, targeted procurement, and transparent carbon data—not left to chance or goodwill.



**INDUSTRY TRANSFORMATION**  
**INFRASTRUCTURE**  
**INDUSTRY**  
**OPPORTUNITY**

Clear procurement mandate for low carbon products and services

Focus on the 80/20 rule – steel, concrete and asphalt


Clients need to start 'pulling' low-carbon products rather than individual companies 'pushing' solutions

Tender documents need to request Minimum Material Standards to level the playing field and drive market dynamics



OPTIMISM AND URGENCY

# ACCELERATE CHANGE FOR LONG-TERM PROSPERITY



Australia has  
already breached  
1.5°C warming.

Survival and competitive advantage will go to  
leaders who act now, engineering demand for  
low-emissions products by shaping the rules of the  
market, through bold policy and procurement.



## MINDSET SHIFT

# DRIVING DEMAND FOR LOW CARBON PRODUCTS

## Procurement



**Change  
the rules/  
specification**



**Change our  
habbits**



**Change from a 'why  
can't we' to a 'why we  
can' mentality**



**Change the  
incentives**

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Creating,  
connecting,  
and caring for  
communities  
for 90 years

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