SBEnrc Case Study Summary

Project Number & Title	*Project 1.11.1: Business Model Innovation for Unlocking Modern Methods of Construction in Social and Affordable Housing Supply*
PSG Chair	Jude Munro AO
Project Leader	Soheila Ghafoor

Case Study Title: Modular, Prefab, Low-rise Social Housing Construction

Overall Goal: This case study examines how MMC is being implemented in the delivery of social and affordable housing projects by ArKit in Victoria, to identify barriers embedded within current delivery contexts, and to explore business model innovation opportunities that may support broader uptake.

Industry Partners and Offerings:
ArKit

Objectives:
This case study addresses the following project objectives:
1. Map current delivery contexts;
2. Identify business model barriers; and
3. Develop business model innovation strategies.

Research Methodology and Data Compilation:
This case study adopts a qualitative approach. Data will be collected through semi-structured interviews and document analysis, conducted in collaboration with industry and government partners, engaging relevant actors involved in project delivery. Particular attention will be given to identifying barriers to MMC uptake embedded within current delivery contexts of social and affordable housing in Victoria. Findings from this case will contribute to cross-case synthesis across jurisdictions to distinguish context-specific factors from broader patterns. This will inform the development of business model innovation strategies to address identified barriers and strengthen the economic, social and environmental value of MMC to enable broader uptake in social and affordable housing.

SBEnrc Case Study Summary

Project Number & Title	*Project 1.11.1: Business Model Innovation for Unlocking Modern Methods of Construction in Social and Affordable Housing Supply*
PSG Chair	Jude Munro AO
Project Leader	Soheila Ghafoor

Case Study Title: Modular, Prefab Social housing Construction

Overall Goal: This case study examines how MMC is being implemented in the delivery of social and affordable housing projects by Modscape in Queensland, to identify barriers embedded within current delivery contexts, and to explore business model innovation opportunities that may support broader uptake.

Industry Partners and Offerings:
QLD Dept of Housing and Public Works (QDHPW)
QLD Policy and Legislation at Queensland Government
QLD Treasury
Modscape

Objectives:
This case study addresses the following objectives:
1. Map current delivery contexts;
2. Identify business model barriers; and
3. Develop business model innovation strategies.

Research Methodology and Data Compilation:
This case study adopts a qualitative approach. Data will be collected through semi-structured interviews and document analysis, conducted in collaboration with industry and government partners, engaging relevant actors involved in project delivery. Particular attention will be given to identifying barriers to MMC uptake embedded within current delivery contexts of social and affordable housing in Queensland. Findings from this case will contribute to cross-case synthesis across jurisdictions to distinguish context-specific factors from broader patterns. This will inform the development of business model innovation strategies to address identified barriers and strengthen the economic, social and environmental value of MMC to enable broader uptake in social and affordable housing.

SBEnrc Case Study Summary

Project Number & Title	*Project 1.11.1: Business Model Innovation for Unlocking Modern Methods of Construction in Social and Affordable Housing Supply*
PSG Chair	Jude Munro AO
Project Leader	Soheila Ghafoor

Case Study Title: The PACT Construction Social and Affordable Housing Projects: Precast Concrete (WA)

Overall Goal: This case study examines how MMC is being implemented in the delivery of social and affordable housing projects by PACT Construction in Western Australia, to identify barriers embedded within current delivery contexts, and to explore business model innovation opportunities that may support broader uptake.

Industry Partners and Offerings:
Atlas Precast
Atlas (Housing)
WA Dept of Housing and Works
WA Dept of Finance, Strategic Projects
Development WA

Objectives:
This case study addresses the following project objectives:
1. Map current delivery contexts;
2. Identify business model barriers; and
3. Develop business model innovation strategies.

Research Methodology and Data Compilation:
This case study adopts a qualitative approach. Data will be collected through semi-structured interviews and document analysis, conducted in collaboration with industry and government partners, engaging relevant actors involved in project delivery. Particular attention will be given to identifying barriers to MMC uptake embedded within current delivery contexts of social and affordable housing in Western Australia. Findings from this case will contribute to cross-case synthesis across jurisdictions to distinguish context-specific factors from broader patterns. This will inform the development of business model innovation strategies to address identified barriers and strengthen the economic, social and environmental value of MMC to enable broader uptake in social and affordable housing.