

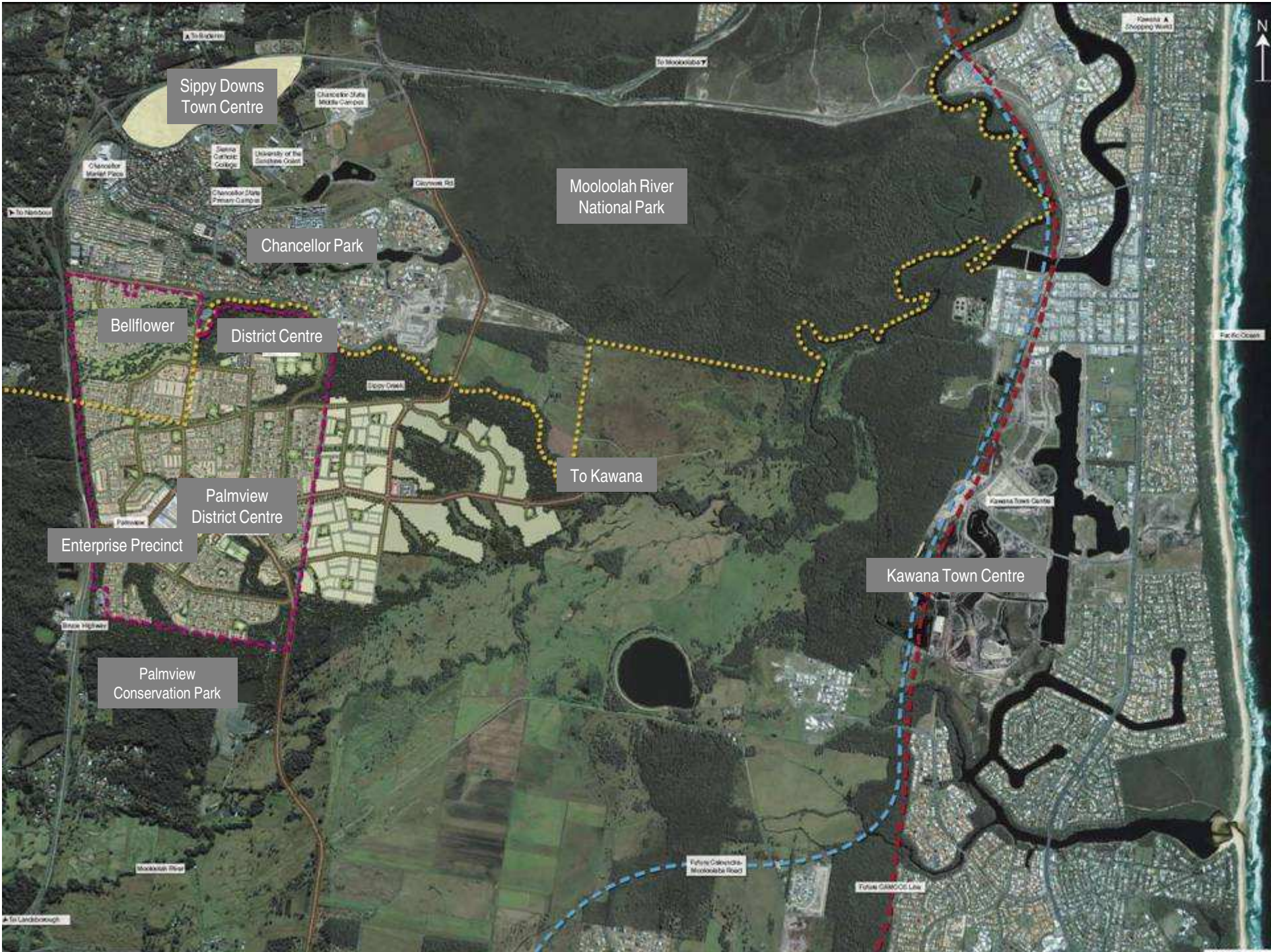


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# A Business Perspective

Craig Roussac

2007 State of the Region Conference,  
Tuesday 30 October  
University of the Sunshine Coast, Queensland



# Sippy Downs - Palmview

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- Purchased in 2003.
- Currently within the SEQ Urban Footprint and Caloundra Council's 'Palmview Further Investigation Area'.
- The vision is to create a new community for the Sunshine Coast with strong connections to the University of the Sunshine Coast. A range of residential, community, commercial, education and open space uses will be provided for in the master plan.
- Sustainability is a fundamental design principle.
  - Water recycling
  - Provision of Public transport early to increase usage
  - Continued provision of affordable housing
  - Provision of high value jobs with strong connections to the University
  - Use of water sensitive urban design

# Bellflower

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- 330 lots established residential community
- Expected completion in 2010.
- Average land sale price = \$170,000 (stage 2A)
- Significant rehabilitation of Sippy Creek
  - 21 ha of creek rehabilitation
  - Cost of \$3M
  - 300,000 individual plants
- Carbon sequestered through rehabilitation more than offsets the carbon emitted during construction (not including embodied energy)



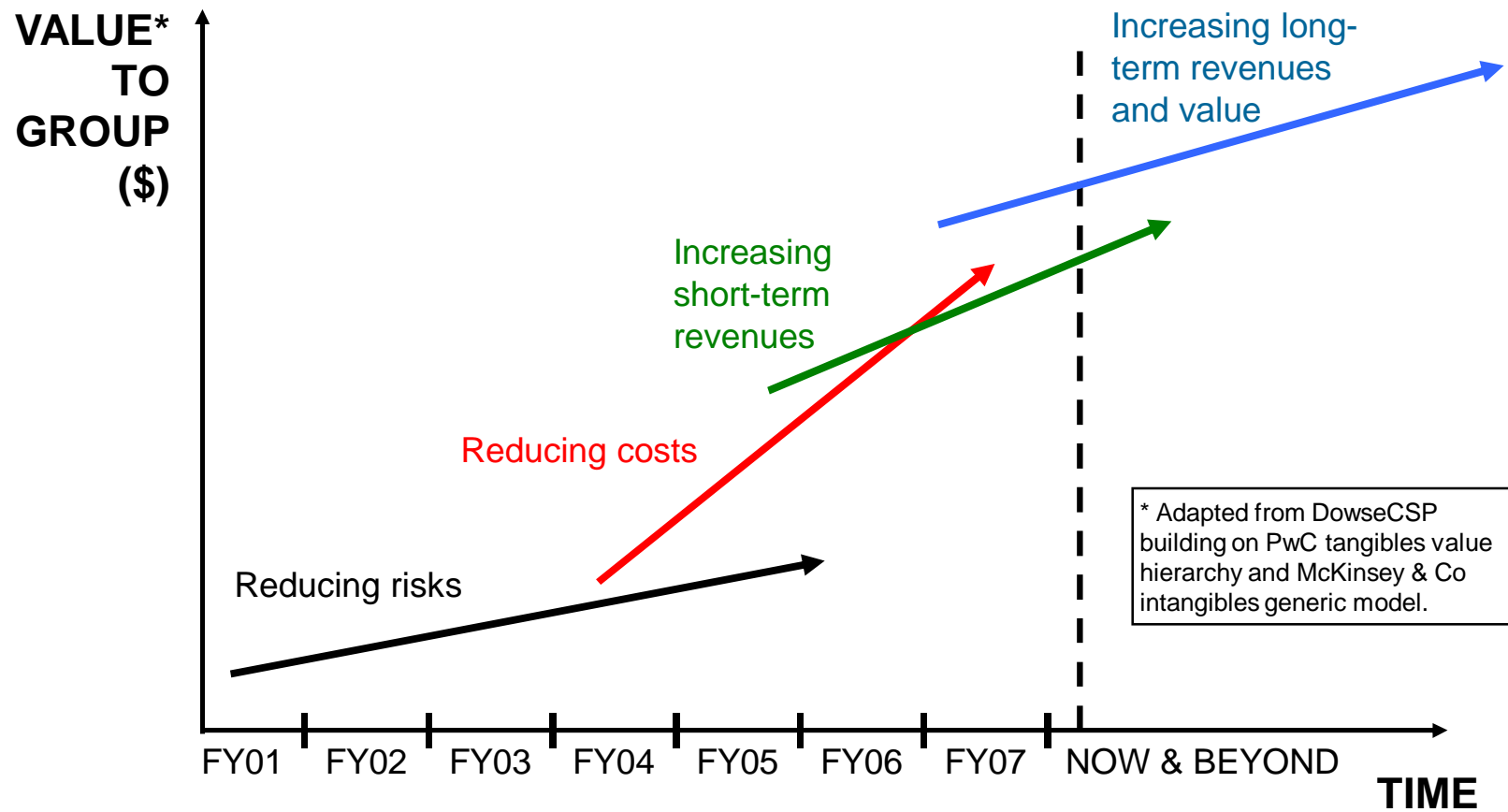
# Bellflower – Master Plan



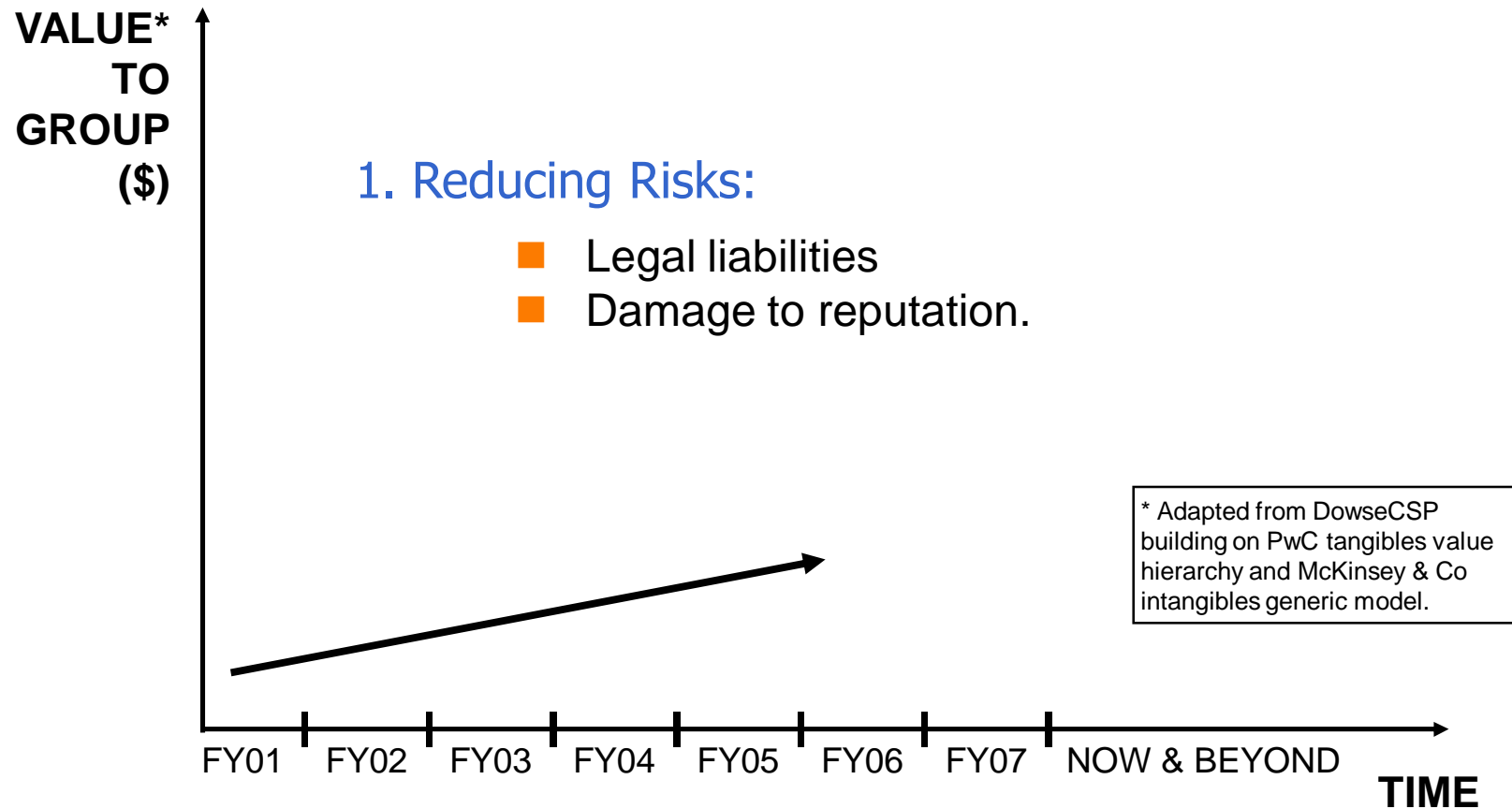
Stage	Approval Status
Project Office	Approved
1	Approved
2	Approved
2a	Approved
3	Approval Pending
4	Approval Pending
5a	Approved
5b	Approval Pending
6-8	Approval Pending

the structure plan

# Our Evolving Sustainability Platform



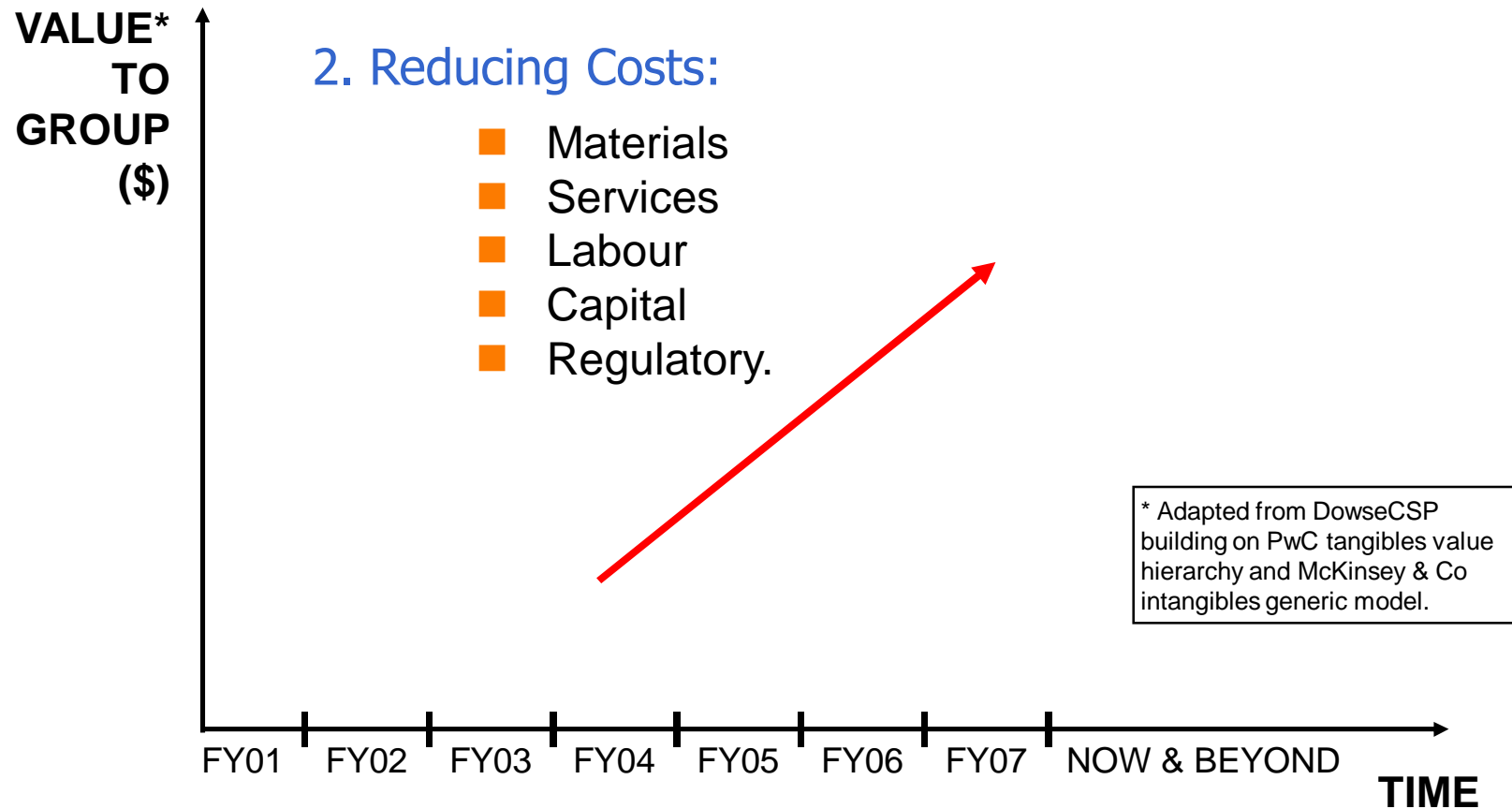
# Our Evolving Sustainability Platform



*Our focus – past and present*

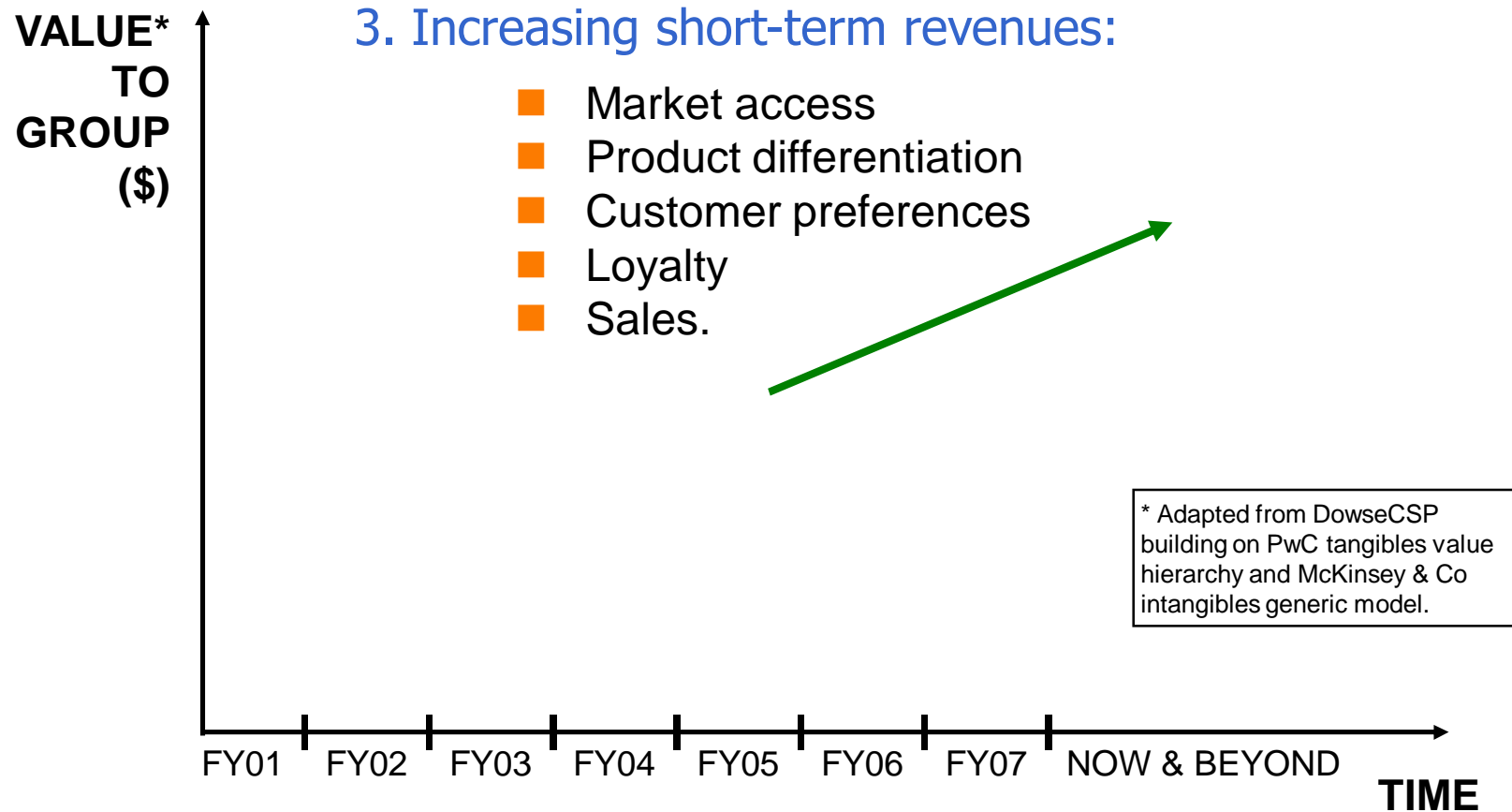


# Our Evolving Sustainability Platform



*Our focus – past and present*

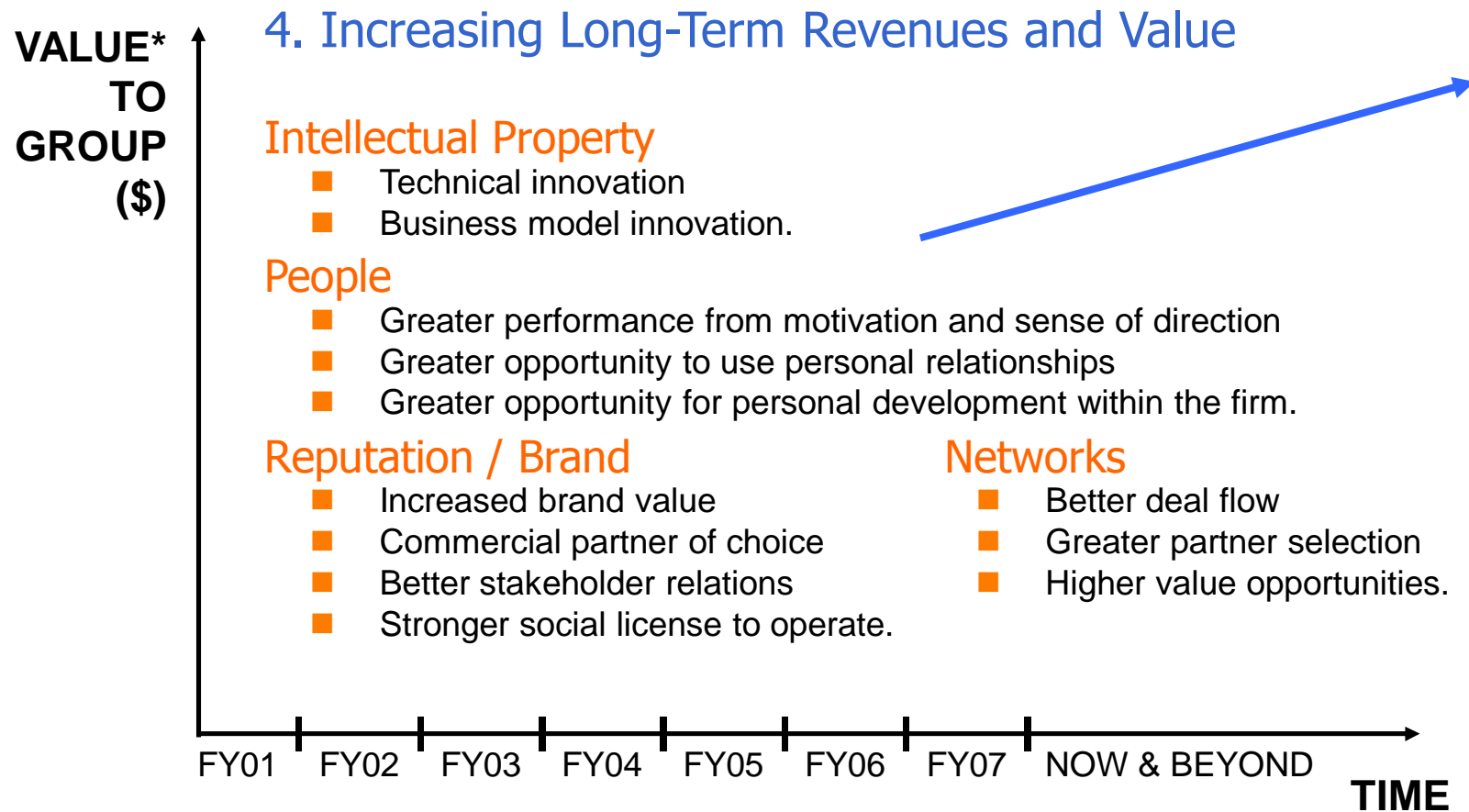
# Our Evolving Sustainability Platform



*Our focus – past and present*



# Our Evolving Sustainability Platform



*Our focus – now and into the future*



# Our Evolving Sustainability Platform

On average, 50% of a business' value is represented by intangibles.

What is it for Investa?

How much is that due to our sustainability initiatives?

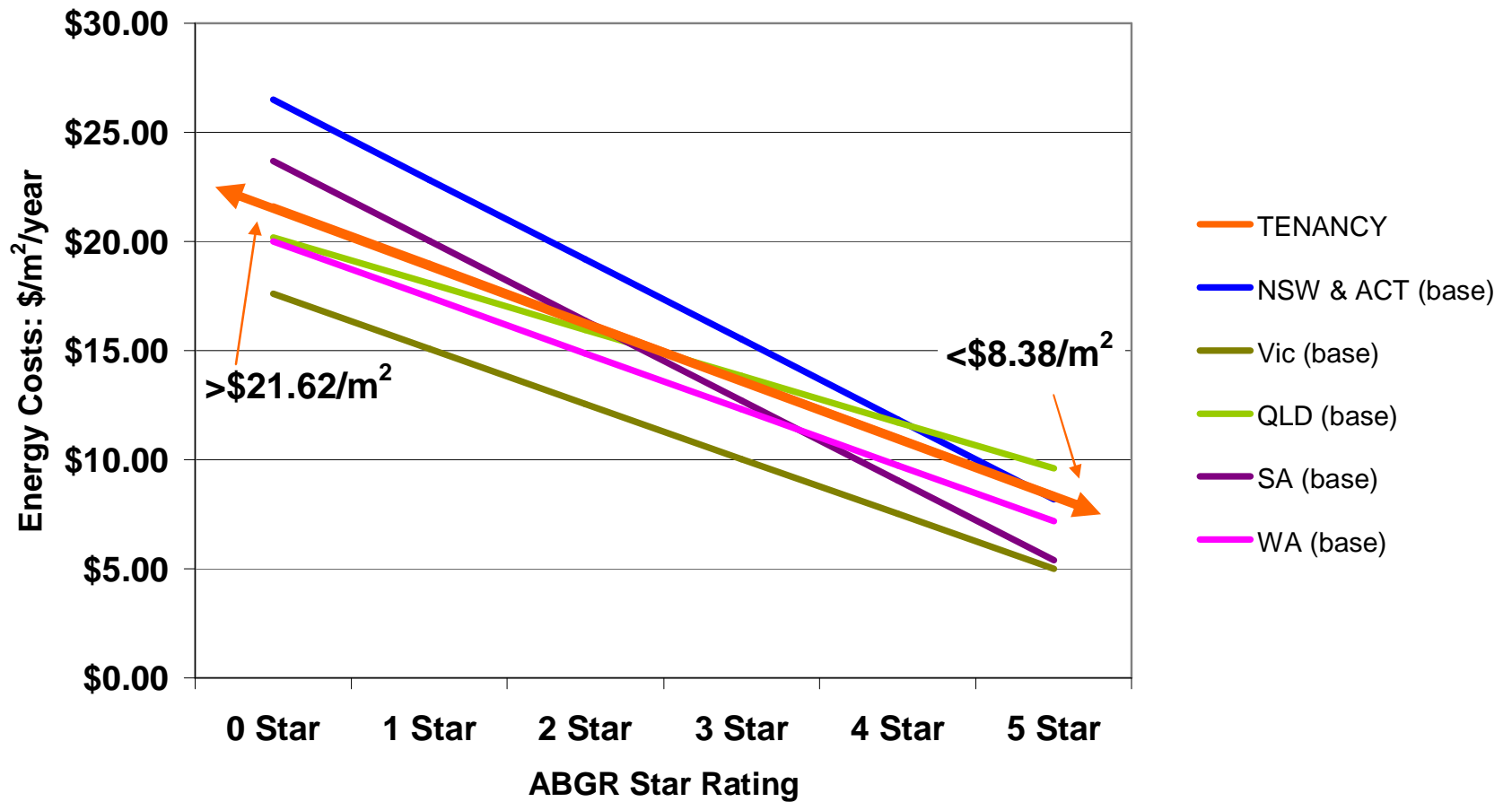
# Innovation

- 2002 – First to rate a portfolio using the [Australian Building Greenhouse Rating \(ABGR\)](#).
- 2003 – First to set and publish [firm targets](#) for reducing energy, water, waste to landfill and greenhouse gas emissions.
- 2004 – Introduced web based energy and water [sub-metering systems](#).
- 2004 – First property company to generate and register greenhouse gas abatement credits traded under NSW Government's [emissions trading](#) scheme.
- 2005 – Developed and launched the Investa [Greenhouse Guarantee](#).
- 2005 – First to introduce [Green Lease provisions](#) as part of a precedent lease.
- 2006 – First to adopt the National Australian Built Environment Rating Scheme ([NABERS](#)).
- 2007 – Developed and launched the [Green Lease Guide](#).
- 2007 – Developed and launched the [Your Home Buyer's Guide](#).

# Recognition

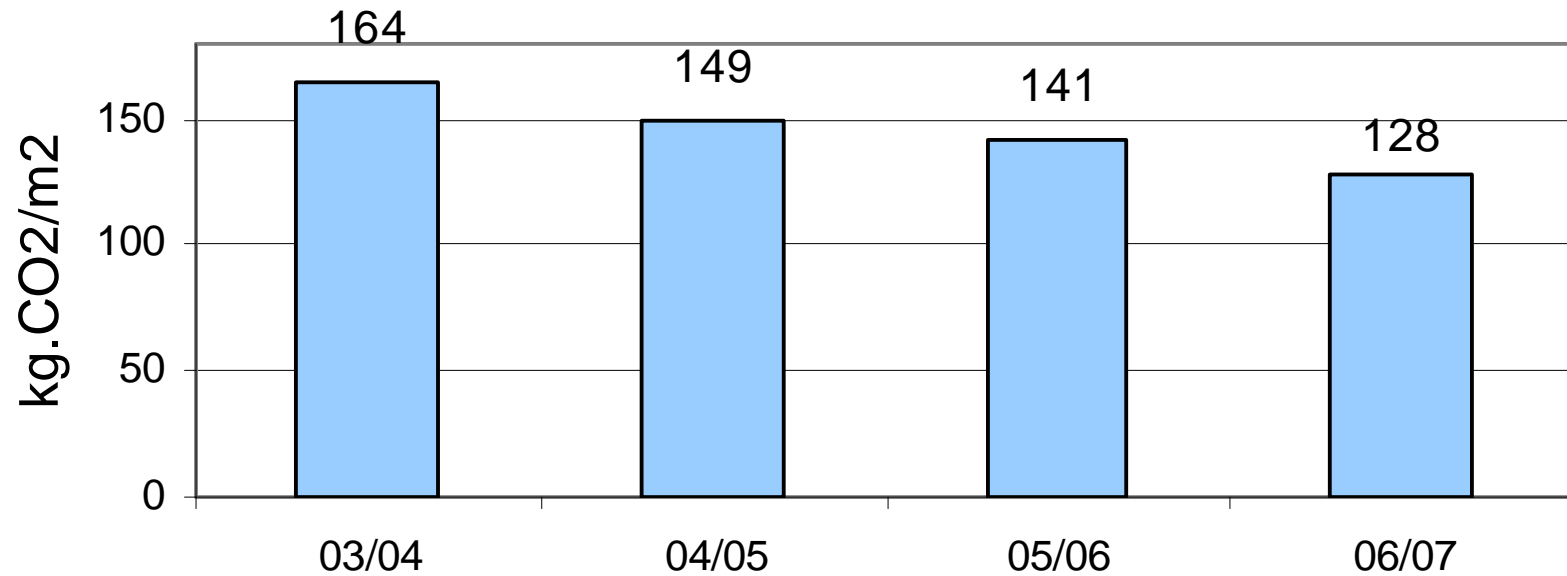
- Member of [Dow Jones Sustainability World Index](#) (DJSI World)
  - Super-sector Leader – Financial Services
  - Sector Leader – Real Estate
- Rated by Citigroup as the Australian public company [best prepared](#) for the future impact of climate change (December, 2006)
- First property company to achieve accreditation under the Ethical Investment Association of Australia's [SRI Accreditation](#) standard (2007)
- [Member of Global 100](#) (G100) list of the most sustainable corporations in the world – Corporate Knights/Innovest (2007)
- Australian [Sustainable Company of the Year](#) (2004) – among top five companies nominated in 2006
- 2004 Banksia Award for "[Leadership in Socially Responsible Investment](#)"
- National Safety Council of Australia [5-Star Rating](#) – every year since 2003
- Member FTSE4Good

# Cost savings



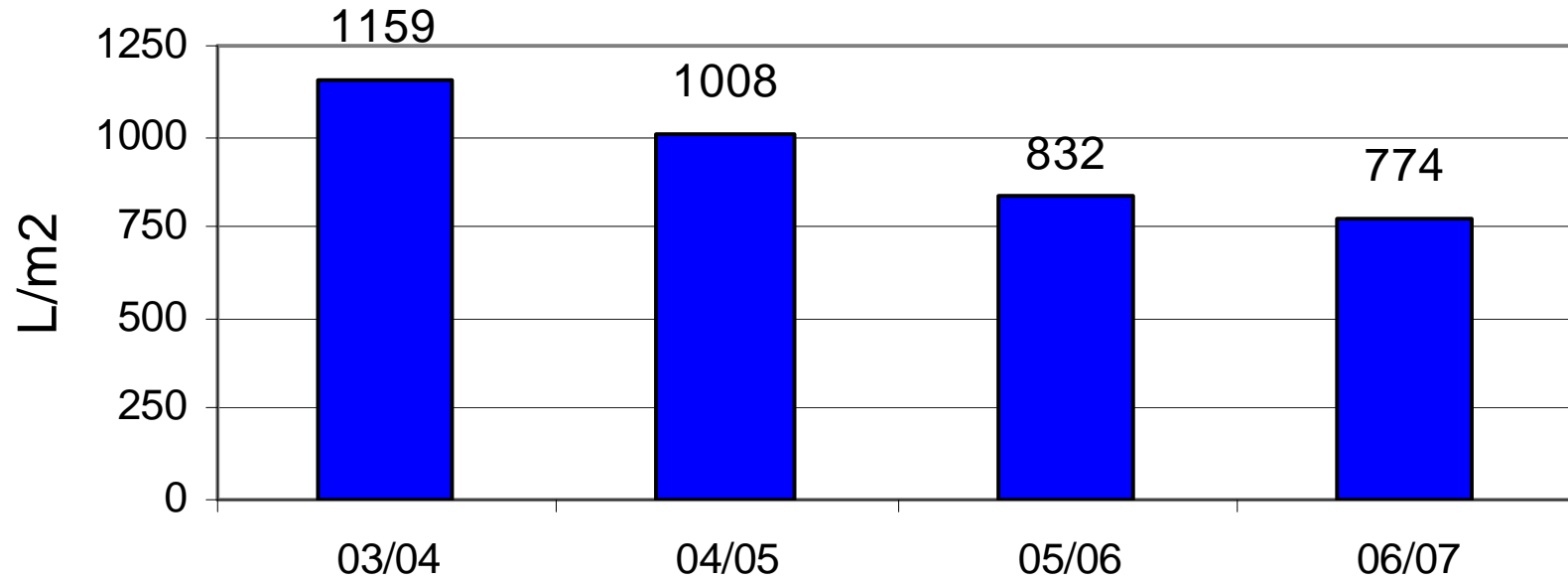
# Cost savings

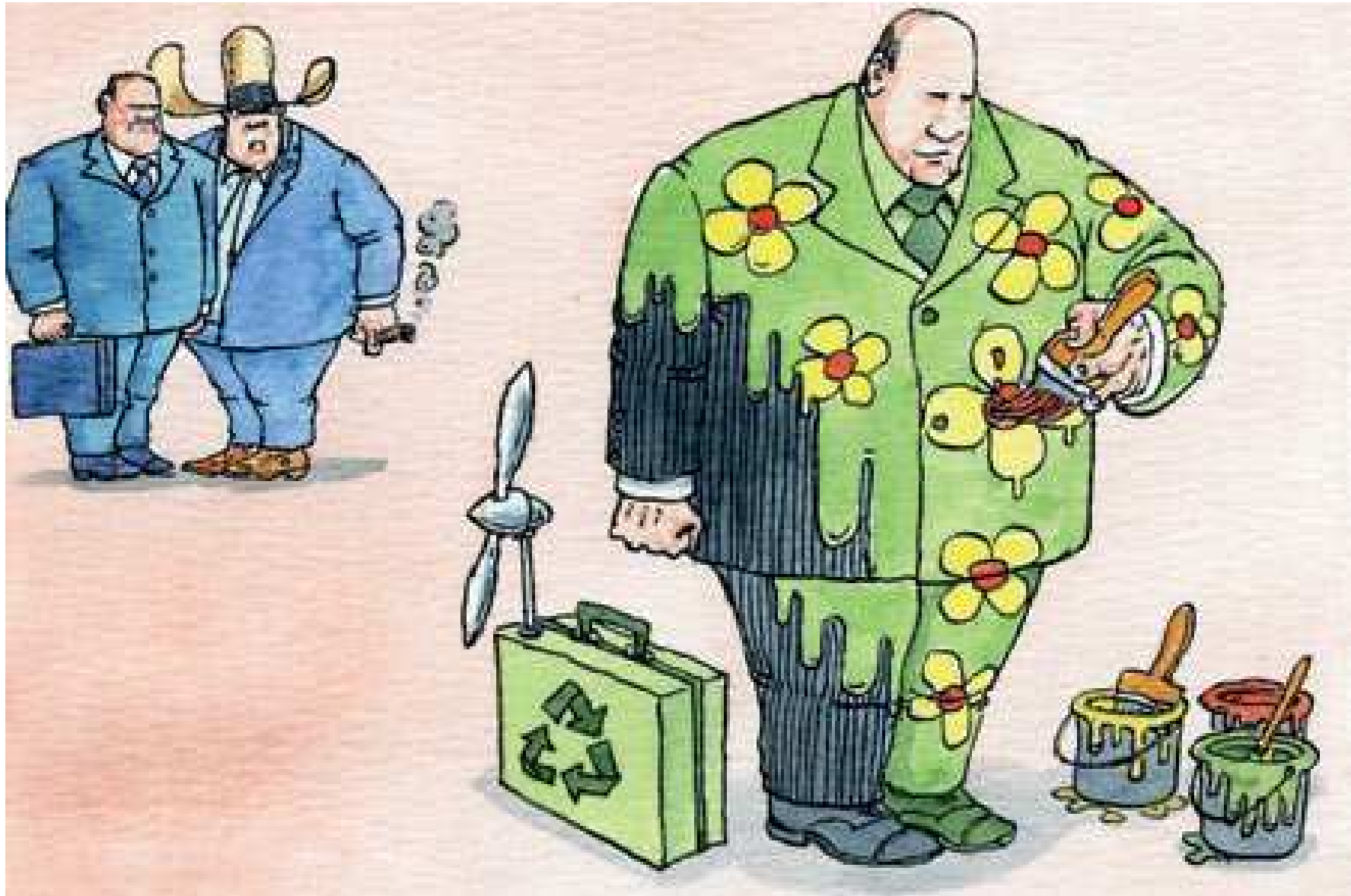
## Greenhouse Emissions



# Cost savings

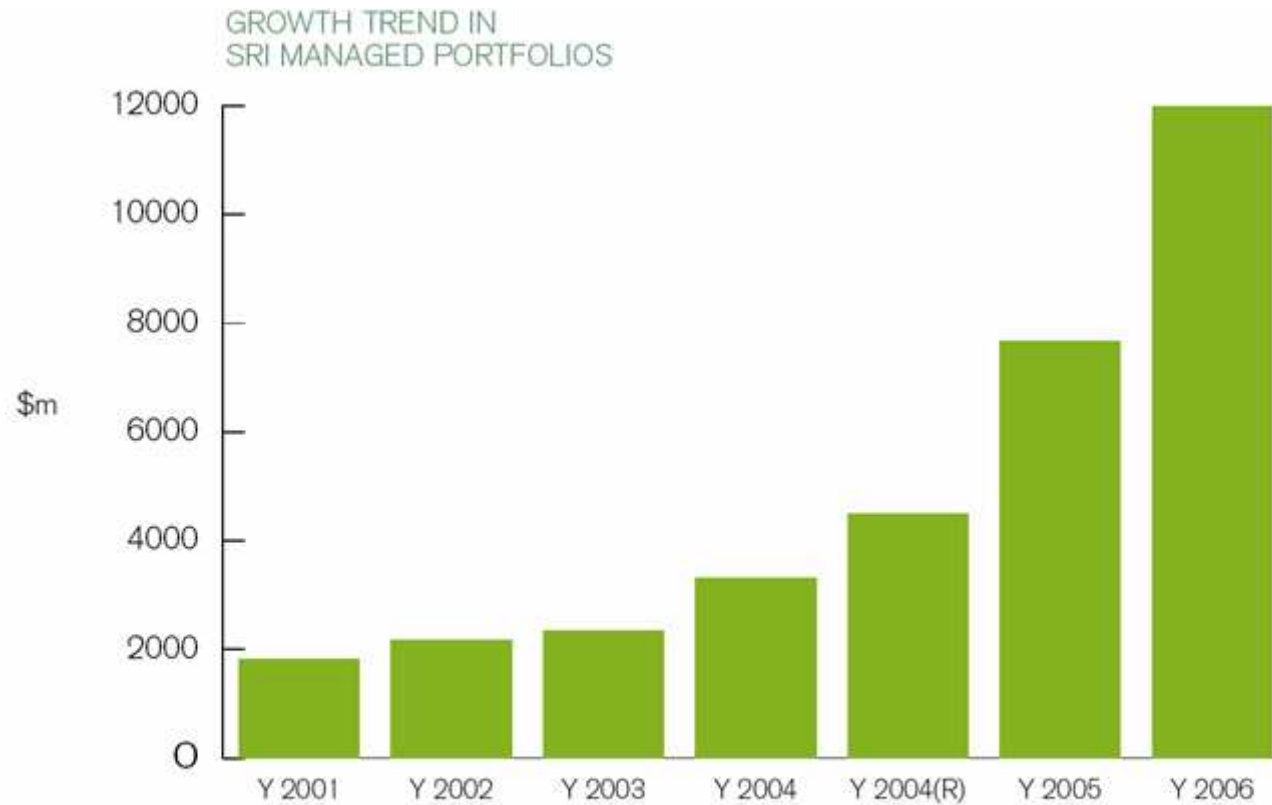
## Water





Can business be cool?, *The Economist*, June 2006

# Investment Markets



This table shows that since 2001, when a number of mainstream fund managers like AMP, Perpetual, ING, Challenger and Westpac (now BT Financial Group) entered the sector SRI portfolios have grown by a factor of nearly 6 times over that five year period.

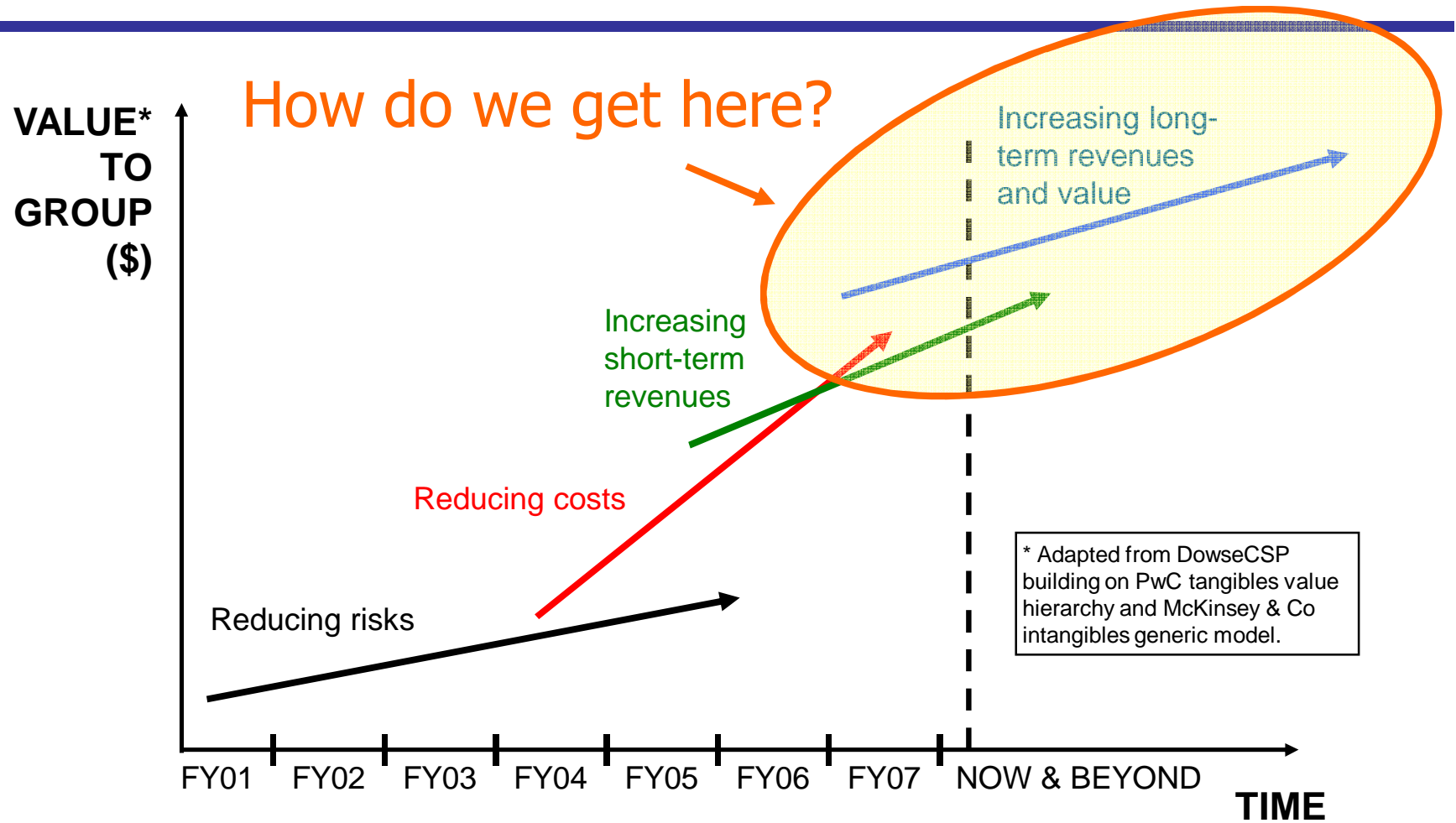
Source: Ethical Investment Association of Australia, [eia.org.au](http://eia.org.au)

# Investment Markets

Formal accreditations growing in importance...



# Our Evolving Sustainability Platform



# Value Add – Tenant Relationships

Because there is a direct connection between the success of tenants and long-term investment returns.

- Building owner's commitments.

(...what can this building deliver for our tenants?)

- Tenant's commitments.

(...how can their office add value to their business?)



**green**  
lease guide  
for commercial office tenants



"Big savings can be easier and cheaper to achieve than small ones if you combine the right ingredients in the right way." Amory Lovins

Department of **Environment & Climate Change** NSW



our environment *it's a living thing*  
NSW GOVERNMENT PROGRAM

**INVESTA** 

city of  
**Melbourne**  


**CITY OF SYDNEY** 

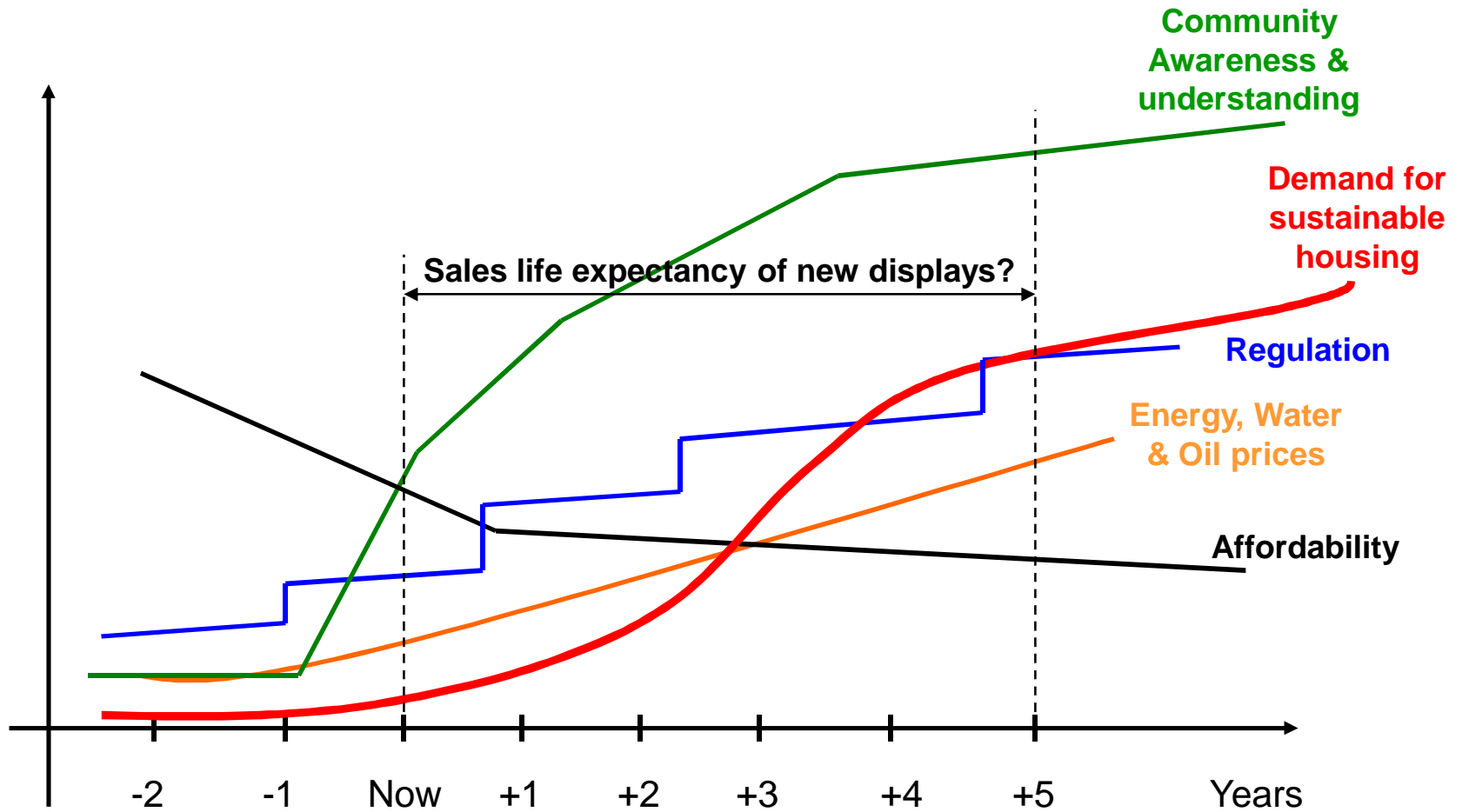


Institute for  
**Sustainable  
Futures**



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TECHNOLOGY SYDNEY**

# Value Add – Residential



your Home

A step-by-step guide to buying a new home

# Buyer's Guide



YOUR HOME • YOUR FUTURE • YOUR LIFESTYLE

**Bonus!** ✓  
Free checklist  
inside

*Best value—now and into the future*

*Style and quality that lasts*

*Healthy, comfortable living*



Australian Government

Department of the Environment and Water Resources  
Australian Greenhouse Office



**INVESTA** ★



Department for  
Planning and Infrastructure



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*Building Commission*



Queensland Government  
Environmental Protection Agency



Centre for Design  
sustainability | research | solutions  
RMIT University



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# Conclusions

- A credible sustainability platform is built on a track record of tangible results.
- Reducing environmental impacts not only reduces costs, it creates revenue opportunities.
- Customers are raising environmental and social considerations in the purchasing process.
- Opportunities are emerging everywhere, along with threats...