



THE BUSINESS CASE FOR

GREEN





GREEN

BUILDING

The business case for green building continues to stack up. We now have evidence that green buildings deliver a range of quantitative and qualitative benefits: from lower operating costs and increased office productivity, through to faster patient recovery times and improved student results on tests.



2 Victoria Avenue
6 Star Green Star –
Office Design v1

5 Star Green Star –
Office As Built v2

5 Star Green Star –
Office Interiors v1.1

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See case study on page 56
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Green buildings provide a bricks-and-mortar demonstration of an organisation's commitment to fiscal responsibility – something that is increasingly important in both the public and private sectors.

Better environment

Buildings are the single largest contributor to the world's greenhouse gas emissions, using 40 per cent of global energy and generating up to 40 per cent of carbon emissions.

In Australia, commercial and residential buildings alone contribute 23 per cent of Australia's total greenhouse gas emissions. Minimising a building's carbon footprint can make a significant positive impact on the global environment.

Innova21, the University of Adelaide's Faculty of Engineering, Computer and Mathematical Sciences building, was the first project in Australia to achieve a 6 Star Green Star – Education Design v1 rating. The use of geothermal energy storage is expected to reduce the building's cooling-related CO₂ emissions by 58 per cent, while the natural gas-fired tri-generation plant will deliver a 60.3 per cent reduction in peak electrical demand as well as significant savings in carbon emissions.

The Lilyfield Housing Redevelopment in Sydney achieved a 5 Star Green Star – Multi Unit Residential PILOT rating in 2009. Housing NSW invested in environmentally sustainable initiatives such as gas-booster solar hot water systems, 267 square metres of solar panels and a 4 kilowatt photovoltaic system to power common area lighting. These initiatives deliver annual savings of \$19,000 – or \$213 per unit – meaning the annual electricity bill for households is down by 25 per cent.

Lower operating costs

Green buildings are built for high levels of energy and water efficiency, so they are cheaper to operate. The US General Service Administration's *Assessing Green Building Performance* (2008), found that green buildings:

- consume 26 per cent less energy than the average building
- generate 33 per cent fewer greenhouse gas emissions.

In fact, a minimal two per cent upfront cost to support green design can result, on average, in lifecycle savings of 20 per cent of total construction costs – more than 10 times the initial investment.

Global infrastructure services consultancy, Cardno, operates from the 6 Star Green Star – Office As Built v2 Green Square North Tower in Brisbane, developed by Leighton Properties. Support Services Manager at Cardno, Rebecca Ernst, was impressed by the financial reward of a Green Star-rated building. "Since moving from our old 4,500 square metre office space to our new 7,800 square metre space in Green Square North Tower, our monthly energy bills have dropped from an average of \$12,000 to approximately \$8,000 per month. For us, this is positive proof that moving to a green building was a smart financial decision," she says.

Melbourne University's The Spot, which achieved a 5 Star Green Star – Education PILOT rating, used 46 per cent less energy



Lilyfield Housing Redevelopment
5 Star Green Star – Multi Unit Residential PILOT

in its first year than comparable buildings across the rest of the University. According to its annual financial report, "the whole building's energy use is considered to be exceptional".

This translates into savings of more than \$180,000 a year compared to the average of equivalent buildings on campus, a saving which will more than repay the sustainability premium of five per cent.

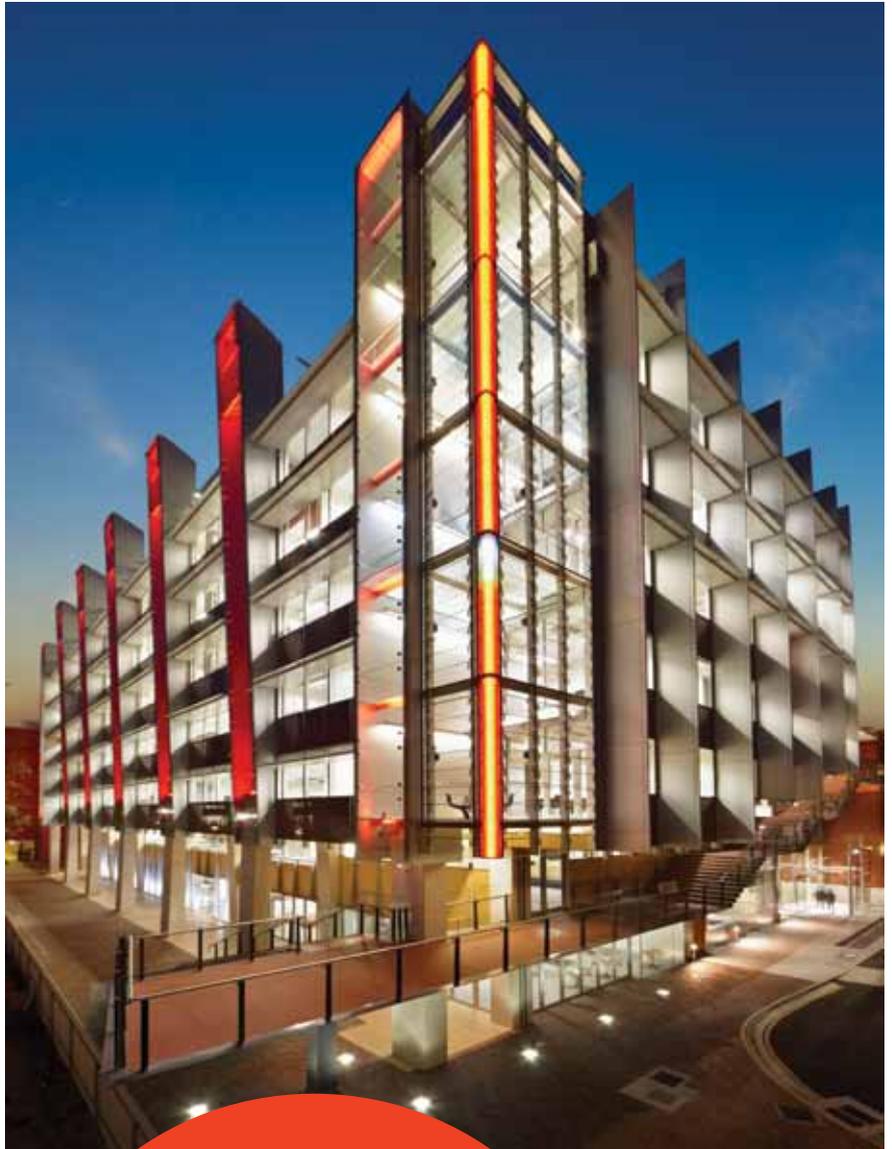
With the largest Green Star fitout in the country, ANZ is reaping the rewards of its multi-million dollar investment in the sustainability initiatives at its global headquarters. The ANZ Centre has achieved a 6 Star Green Star – Office Interiors v1.1 rating, and as ANZ Group General Manager for Property, Kate Langan, says "The implementation of ongoing operational efficiencies, made possible by ANZ Centre's environmental design, has reduced our annual electricity demand by 12 per cent since the buildings opening. This has translated into energy cost savings of around \$200,000 per annum"

Fiscal responsibility

Green buildings provide a bricks-and-mortar demonstration of an organisation's commitment to fiscal responsibility – something that is increasingly important in both the public and private sectors.

The City of Gosnells achieved a 5 Star Green Star – Office Design v2 rating for the retrofit of its Civic Centre, near Perth. The sustainable transformation means the Civic Centre is now 'future-proofed' to withstand tighter environmental legislation and the introduction of a price on carbon. The Council expects a five year payback period on the extra outlay of \$750,000, demonstrating that building green is a smart financial decision.

According to Peter Slattery, of law firm, Johnson Winter & Slattery, operating from a Green Star-rated building has strengthened his firm's green credentials and demonstrated its commitment to fiscal responsibility. "The energy efficiency of the building is obviously very important," Slattery says of his firm's headquarters at 20 Bond Street in Sydney, which has a 4 Star Green Star – Office Design v3 rating. "Our clients do expect us to operate an efficient business from a cost perspective," he explains. ▶



46%

Melbourne University's The Spot used 46 per cent less energy in its first year than comparable buildings across the University.

Innova21
6 Star Green Star –
Education Design v1

Photography by
Dianna Snape

Convesso 8 Waterside Place

4 Star Green Star
– Multi Unit Residential PILOT

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Higher returns

Green Star-rated buildings deliver consistently higher returns on investment than their non-green counterparts. *The Building Better Returns report* (2011), published by the Australian Property Institute and Property Funds Association, found that Green Star-rated buildings are delivering a 12 per cent 'green premium' in value and a five per cent premium in rent, when compared to non-rated buildings.

Similarly, the *Australian Green Property Investment Index*, published by IPD in September 2012, found that Green Star-certified buildings in the Sydney and Melbourne CBDs outperformed the broader office market. Green Star returns were strongest in the Sydney CBD with rated buildings (12%) outperforming the rest of the market (9.2%) by 280 basis points. In the Melbourne CBD, Green Star-rated buildings (11.9%) outperformed the market (10.9%) by 100 basis points.

Recent international research suggests these higher returns are not restricted to the commercial market. Researchers Nils Kok and Matthew Kahn conducted a pricing analysis of all 1.6 million single-family home sales in California from 2007-2012, controlling for all other variables that typically influence selling price, such as location, size, age and amenities. They found that homes with a green certification achieve a nine per cent 'green premium'. The average sale price of a non-certified California home is \$400,000, with green certification raising the price by more than \$34,800.

Here in Australia, the refurbished Szencorp Building was the second to achieve a 6 Star Green Star – Office Design v1 rating. In its first three years of operation following the refurbishment, the building realised energy savings of 65 per cent, as well as an 88 per cent saving in water consumption compared to industry average standards. According to the company's former Group Manager for Sustainable Buildings, Rina Madden, "The project has proven that sustainable buildings are a good business model – retrofitting reduces day-to-day running costs and increases a building's value."

With its 4 Star Green Star – Multi Unit Residential PILOT rating, Convesso 8 Waterside Place in Melbourne is designed to deliver a 65 per cent reduction in business-as-usual heating and cooling energy through a high-performance double glazing system and insulation to all walls and ceilings. It's also delivering dividends for the developer. Lend Lease's Executive Director, Hugh Martin, says: "It is clear that sustainable buildings like Convesso make business sense. They represent smart financial investments today and environmentally responsible investments in our future."

65%

Convesso 8 Waterside Place in Melbourne is designed to deliver a 65 per cent reduction in business-as-usual heating and cooling energy

Attractive to tenants and buyers

Greener buildings both attract prospective tenants and help retain existing tenants – reducing risk and increasing building value into the bargain. The GBCA's *Valuing Green* (2008) report found that green buildings attract better quality tenants, such as government and 'top tier' corporates with stable businesses and strong commitments to corporate social responsibility.

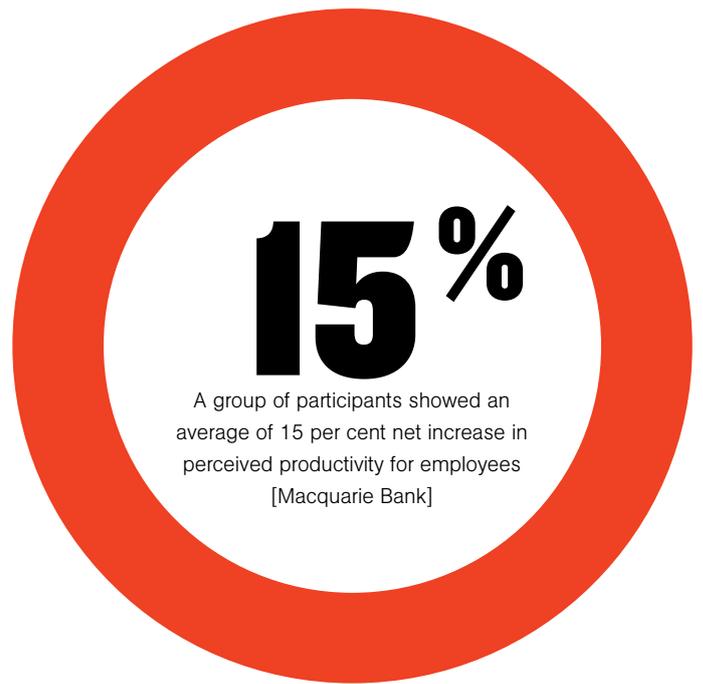
Four years later, Colliers International's 2012 *Tenant Sentiment Survey* has found that 95 per cent of tenants want to be in a green building, up from 75 per cent two years earlier. "Leasing only Green Star-rated properties was once the domain of government departments but that trend is now enveloping mainstream businesses," reported the *Sydney Morning Herald's* commercial property editor in 2011. "Buildings that are considered prime and A-grade are being dismissed by potential tenants as they are not up to standard. As a result, some tenants that may wish to relocate are now waiting until a suitably highly rated Green Star office becomes available."

This report is backed up by Jones Lang LaSalle's *Global Corporate Occupier Sustainability Report* (2011), which found that, of the 143 top-level corporate real estate leaders surveyed internationally, 92 per cent consider sustainability criteria when making their location decisions. And interestingly, just under half of the respondents said they would pay up to a 10 per cent premium for sustainable office space.

In 2012, Australand achieved a 5 Star Green Star – Industrial Design v1 rating for The Key Spec 1 building in Melbourne. This achievement is all the more significant, as it was a speculative development. "For Australand, the main driver for certifying – even when we're undertaking a speculative development – is the advantage it can provide in securing tenants. A Green Star rating gives us an extra edge in our marketing, as it provides credible, third party assurance," says Australand's Sustainability Manager, Paolo Bevilacqua.

Productivity benefits

Green buildings consistently outperform non-green buildings in terms of comfort and productivity. Natural light, fresh air and access to views of the outdoors, as well as control over individual workspace temperature and lighting, can affect productivity directly. Staff costs are by far the greatest business expense in most businesses and an incremental increase in productivity will pay for the small premium on a green space.



An improvement in productivity of just one per cent – or five minutes each day – can mean an additional 18 hours and 20 minutes a year for each person working in a commercial office. Multiply that by the hourly rate of each person and you can quickly see the returns.

An increase of up to 15 per cent in perceived productivity has been achieved since staff moved into the 6 Star Green Star – Office As Built v2 certified One Shelley Street in Sydney. Research by the University of Technology Sydney demonstrated a direct link between sustainable building design and employees' assessment of their ability to work. The research tracked more than 2,500 Macquarie Bank employees over 15 months as they moved into their new high-performance office. "A group of participants in the study showed an average of 15 per cent net increase in perceived productivity for employees who had moved into the new building," says UTS' Senior Lecturer in the Faculty of Design, Architecture and Building, Leena Thomas.

The City of Melbourne's Council House 2 (CH2) was Australia's first 6 Star Green Star – Office Design v1 rated building, and went on to achieve a 6 Star Green Star – Office As Built v1 rating as well. This multi-award winning building has demonstrated that the productivity of office building occupants can be enhanced through good, green building design and a high-quality, healthy and comfortable interior environment. A post-occupancy survey has found that productivity has risen by an impressive 10.9 per cent since staff moved into their green office, with estimated annual cost savings of \$2 million. ▶



Umow Lai's head office in South Yarra, Victoria, highlights the very real benefits of green buildings as staff productivity levels increase. An independently-conducted occupant productivity study of the building found the 6 Star Green Star – Office Interiors v1.1 office fitout has triggered a 13 per cent increase in staff productivity. Higher rates have been recorded for administration staff who spend the most time in the office. For Managing Director of Umow Lai, Dominic Lai, the result is fantastic. "The productivity benefits we have achieved have effectively paid for the cost of our fitout," he says.

Trevor Pearcey House in Canberra was awarded a 6 Star Green Star – Office Design v2 rating in 2007 for what was then a groundbreaking retrofit, undertaken by Australian Ethical Investments (AEI). Since then, AEI has conducted an internal survey of staff perceptions, which reported a 6.2 per cent increase in productivity. AEI's former director, Howard Pender, estimates this small productivity improvement adds up to a big benefit: around \$1.5 million of extra value over the past five years.

A staff retention and attraction tool

Attracting and retaining talented employees is vital to any business' success – and a Green Star-rated building is a valuable employee benefit. A 2008 Deloitte survey of organisations that had undergone at least one green building retrofit in the US revealed that 93 per cent of respondents found it easier to attract talent after their renovation, with 81 per cent reporting greater employee retention. Every company surveyed reported an increase in goodwill and brand equity. Colliers International's *Office Tenant Survey 2012* found that 'green space' was in the top four office attributes sought by staff, alongside bike racks, child care and a gym. "Green is now the norm – where it used to be a bonus in a building, it is now expected," says Colliers International's Managing Director, Simon Hunt.

With its 6 Star Green Star – Office Interiors v1.1 rating, GPT Group's new headquarters house some of the happiest workers in Sydney. Prior to moving, just 54 per cent of GPT workers were satisfied with their level of comfort in the working environment; the new space has achieved a



97 per cent satisfaction rating. "I'm proud to say I work in a green environment," says one GPT employee. "Achieving the 6 Star Green Star rating was a wonderful acknowledgement of the importance we place on sustainability. I've never worked in an environment that feels this open, fresh and healthy, while also providing me with all the facilities I need to be productive and effective in my role."

Lend Lease's The Gauge, a 6 Star Green Star – Office Design v2 and As Built v2 project, attracted key tenant Fujitsu Australia. The Gauge's green credentials encouraged Fujitsu to achieve a 6 Star Green Star – Interiors v1.1 rating for its tenancy. The building was designed with people in mind and the layout promotes easy movement and open space, with a living green wall to help improve office air quality, reduce stress levels and enhance worker satisfaction. "We want people to enjoy working at Fujitsu and we're creating a culture which attracts and retains staff," says Chief Executive Officer, Mike Foster. "Our Green Star office is good for our employees and good for our business, even helping to reduce absenteeism by 42 per cent."

The benefits of working in a 4 Star Green Star – Office Interiors v1.1 rated office environment extend beyond reduced carbon emissions and energy costs for the Queensland Government's Environment Protection Agency (EPA) in Toowoomba. In 2012, the EPA reported that it was noticing increased interest from people seeking to work for an environmentally-aware employer. With a tight labour market, being proactive was helping EPA to be seen as an employer of choice and enhance its prospects of attracting and retaining suitably qualified employees with similar values.

Top: Trevor Pearcey House
6 Star Green Star –
Office Design v2

Right: Surf Coast Shire
5 Star Green Star –
Office Design v3

'Future-proofed' assets

Governments and large corporate organisations are increasingly incorporating green principles into their property requirements, and a number of state governments have already mandated minimum Green Star benchmarks for all government office buildings – with other building types expected to follow suit. By incorporating sustainable features now, building owners are 'future-proofing' for changes in the regulatory environment, and ensuring they will not be at a disadvantage in the future. What's more, by integrating Green Star principles into their buildings, they are leaving the community with a lasting legacy.

The 2012 *Global Real Estate Sustainability Benchmark* (GRESB), which assessed a combined US\$1,300 billion in assets under management, found that more than half of those companies surveyed include certified green buildings in their portfolios.



"Australia's property industry is recognised internationally as one of the most sophisticated and transparent markets," says Chief Executive Officer of ISPT Super Property, Daryl Browning. "Inherent in that status is the integrity of information, benchmarks and our legal system. Those investing in or occupying properties need benchmarks they can rely on. We think Green Star certification is one of the quality assurance measures everyone can rely on with confidence."

Victoria's Surf Coast Shire has chosen to 'future proof' its new civic building with a 5 Star Green Star – Office Design v3 rating. "Science shows us the Surf Coast will be affected by climate change in many ways. We need to prepare for more extreme weather conditions, higher utility costs, and Council needs to ensure the resources we allocate to mitigating these risks are well-directed," says Mayor Dean Webster.

Compressed schedule

An integrated team approach to design (required when seeking a Green Star rating) often leads to fewer design conflicts and change orders in the development process. Developers on Green Star-rated buildings often report that a clear vision helps time and resources to be used more efficiently from day one.

On the 6 Star Green Star – Office As Built v2 workplace6, subcontractors were appointed at the same time as the design team, including electrical and mechanical engineers. Anika Spears, then Design Project Manager from BuildCorp, said of the process: "Using Green Star led to a collaborative approach on this project which certainly influenced the final outcome of achieving the 6 Star Green Star rating. It also led to better communication throughout the project between all disciplines, forcing us to make up-front decisions and allocate responsibilities sooner rather than later."

More awards, grants and partnerships

The Royal Institution of Chartered Surveyors' report, *Green Value: Growing Buildings, Growing Assets* (2006) found that green building practices are more likely to attract grants, subsidies and other inducements that demonstrate environmental stewardship, increase energy efficiency and reduce greenhouse gas emissions.

The Melbourne Convention and Exhibition Centre was awarded a 6 Star Green Star rating for its innovative environmental design in 2008, under the Green Star – Convention Centre PILOT rating tool (a tool which has now evolved into Green Star – Public Building).



Setting a new global standard for convention centre design, the MCEC project team's innovation and ingenuity has led to more than \$1 billion of economic activity for Victoria, as well as acknowledgement with dozens of awards, including the 2010 Victorian Architecture Medal, the prestigious Banksia Foundation Built Environment Award 2009, and recognition by the Design Institute of Australia for the Centre's contribution to Victoria's next generation of public amenity.

The Bond University Mirvac School of Sustainable Development in Queensland, which operates from the first 6 Star Green Star – Education PILOT rated facility in Australia, has identified a number of significant benefits from its green credentials, including attracting international students and developing research partnerships with other prestigious universities around the world. These benefits, alongside the environmental ones, have resulted in a considerable financial return on investment.

A healthy and productive place to learn

Greening America's Schools: Costs and Benefits (2006) found that green schools and universities can deliver a 41.5 per cent improvement in the health of students and teachers, as well as a 15 per cent improvement in student learning and a 25 per cent improvement on test scores due to good lighting and ventilation.

Similarly, the *Heschong Mahone Daylighting Study* (1999) of more than 21,000 students showed a dramatic correlation between daylit school environments and student performance, including a 20 per cent faster progression in maths, a 26 per cent faster progression in reading and increased performance of up to 10 per cent when students had window views.

Australia's first Green Star – Education Design v1 primary school, Peregrine Springs State School on the Sunshine Coast, is already reaping the benefits of its sustainability status. The 4 Star Green Star-rated building, which was also the

first education project to achieve both Design and As Built ratings, has attracted the highest pre-enrolment of any school in Queensland. Principal Gwen Sands says that "it is a pleasure to work in a school which has been built to the highest environmental standards. Studying and working in this facility encourages both our staff and students to act in a more sustainable manner and will help improve learning outcomes for our students."

At Bay View State School in Queensland, a survey has found that 100 per cent of parents are happy with the school – a result that would be the envy of any principal anywhere in Australia. Students at the 4 Star Green Star – Education As Built v1 school are benefiting from the healthy environment; the school recorded an attendance rate of 94 per cent in 2010, three per cent higher than the regional average of 91 per cent.

“

Our staff and students are finding it a wonderful place to work and learn.

”

Dr Peter Whitley
Executive Officer
GippsTAFE



Left: **Australian Institute of Management Katitjin Centre**
6 Star Green Star –
Education As Built v1

Right: **GippsTAFE**
5 Star Green Star –
Education Design v1

A better place to teach

Teachers spend up to 90 per cent of their day indoors, so they benefit from buildings with natural daylight, fresh air and access to views. Research indicates that green schools lead to healthier, happier teachers who take fewer sick days. *Greening America's Schools: Costs and Benefits* (2006) estimated that teacher retention in green schools translates into a financial saving of about US\$4 per square foot (roughly AUD\$12 a metre) over a 20 year period.

Central Gippsland Institute of TAFE in Victoria was the first TAFE to receive a 5 Star Green Star – Education Design v1 rating. Ventilation rates in the building at Leongatha have been improved to boost concentration, health and comfort for staff and students. GippsTAFE's Chief Executive Officer, Dr Peter Whitley says the focus on IEQ is already paying off. "Our staff and students are finding it a wonderful place to work and learn. It's proof that achieving our sustainability targets has also improved learning conditions."

A hands-on learning environment

A green school is an interactive teaching tool, educating the next generation of sustainable leaders through hands-on learning. Educators report that they have been able to incorporate learning on energy use, climate change, water resources and sustainability into the students' everyday lives at green schools.

The Australian Institute of Management (AIM) wanted its 6 Star Green Star – Education Design v1 Katitjin Centre in Perth to capture the hearts and minds of its highly influential state and national decision-makers. The Katitjin Centre allows them to see, touch, feel and operate in a world-leading Green Star-rated building. As AIM's Chief Executive Officer Patrick Cullen says, the facility will "provide a tangible experience that will equip our clients with the knowledge, enthusiasm and confidence that green buildings are possible, practical and can deliver real benefits to users."

25%

Research found a 25 per cent improvement on test scores due to good lighting and ventilation.



Charles Sturt University has achieved one Green Star certification, and has two more projects registered to achieve Green Star ratings. The Green Star-rated buildings complement a raft of environmental initiatives, including an award-winning campus water management system with artificial wetlands which can be enjoyed on a self-guided sustainability walk. "Hundreds of people including school children, special interest groups and university students as well as local walkers visit the campus each year to learn about the university's green features," says the university's Vice Chancellor, Professor Andrew Vann.

Improved patient outcomes

A range of international studies have confirmed that green healthcare facilities provide better patient care and reduce the length of stay required in hospital. The MacKenzie Health Sciences Centre in Canada found that depressed patients in sunny rooms recovered 15 per cent faster than those in darker rooms. Similarly, the Inha University Hospital in Korea found a 41 per cent reduction in average length of stay for gynaecology patients in sunlit rooms over patients in dull rooms. ▶



Flinders Medical Centre

5 Star Green Star –
Healthcare Design v1
5 Star Green Star –
Healthcare As Built v1

Australia's first Green Star-rated healthcare facility, the Flinders Medical Centre New South Wing in Adelaide, achieved a 5 Star Green Star – Healthcare Design v1 rating in 2011 and 5 Star Green Star – Healthcare As Built v1 certification in May 2012. The facility houses women's health services and has been designed to deliver high-quality patient care with a minimal environmental footprint. According to the Redevelopment Project Manager, Frank Zotti: "we've delivered 271 more babies in the new unit in 2011, a ten per cent increase on previous years." The numbers are positive proof of the community's support for hospitals that provide high-quality care for patients and the environment, with improved healing and recovery rates increasing bed turnover.

Increased retail sales

A number of international studies have found that integrating green principles – such as access to natural light – can increase sales at the till. A study by Heschong Mahone in 2003 found evidence that daylight stores deliver higher sales than non-daylit stores. In fact, daylighting was found to increase sales by up to 40 per cent.

A 2012 study from the University of Notre Dame in the US has found that bank branches operating from facilities rated using the USGBC's Leadership in Energy and Environmental Design (LEED) rating system opened 458 more consumer deposit accounts and had \$3 million more in consumer deposit balances per facility per year over non-certified properties. The first-of-its-kind study compared the financial performance of

93 LEED-rated bank branches with 469 non-rated branches owned and operated by PNC Financial Services Group. Researchers found LEED-rated banks also had almost \$1 million more in loan balances per facility per year. After controlling for other variables that influence performance (such as market demographics, branch size and advertising spend), the sales at LEED-certified branches increased by \$461,300 per employee compared to non-certified locations. Utility costs per employee in LEED branches were also significantly lower than in the non-certified buildings at a reduction of \$675 per employee.

HomeHQ North Shore is Australia's first 4 Star Green Star-rated bulky goods centre, achieving a 4 Star Green Star – Retail Centre v1 rating in 2009. A high standard of energy efficiency for the building was achieved through green features including an energy-efficient plant and machinery and the use of building materials that reduce the need for artificial heating and cooling by up to 60 per cent. HomeHQ says that's good news not only for the environment, but for retailers and customers too, with the cost savings to retailers able to be passed on to consumers.

Reduced liability and risk

According to the OECD's *Environmentally Sustainable Buildings* report (2003), illness from indoor air pollution has become one of our most acute building challenges – with building materials, ranging from paints to carpets, leading to occupational health issues.

A study by the Lawrence Berkeley National Laboratory (2000) found that buildings with good indoor environment quality (IEQ) can reduce the rate of respiratory disease, allergy, asthma and sick building symptoms, and enhance worker performance. The potential financial benefits of improving IEQ are eight to 14 times the cost of investment.

The legal firm, Oakley Thompson, at 500 Collins Street in Melbourne conducted pre- and post-occupancy surveys of staff to determine whether green did deliver dividends. The result? The 5 Star Green Star – Office As Built v2 office building was found to reduce staff sick leave by

“ Good for customers, good for the environment and good business for our bank. ”

39 per cent – well below the national average. What's more, sick leave costs fell by 44 per cent.

Not only can efficient businesses reduce their sick leave and related cost burdens, but they can reduce their risk of litigation in property acquisitions and leasing transactions. RICS' *Sustainability & Valuation of Commercial Property* report (2012) argues that 'non-sustainable' buildings are increasingly risky. "From a valuer's perspective, the risk of litigation due to perceived negligence [from non-green buildings] also increases as sustainability becomes more important in the decision-making behind property acquisitions and leasing transactions," the report says.

Competitive advantage

Going green can deliver a defining edge in a crowded marketplace. The *BCI Green Building Market Report* (2008) found that one of the main drivers for committing to green building was the competitive advantage of green projects. A green building not only enhances the marketability of a building project, but of the entire organisation.

Australia's first Green Star – Office Design v1 certified project, 8 Brindabella Circuit in Canberra, has attracted significant free publicity from both its Green Star certification and its subsequent environmental awards. Former Executive Director of Canberra International Airport, Tom Snow, said the company could not put a financial value on all the free publicity received over the years, with the flow-on effect being a tenant waiting list.

Job creation

Green building projects can create jobs. A research report from construction analyst Davis Langdon, *Retirogreening Offices in Australia* (2009), found that refurbishing a significant quantity of office stock had the potential to create jobs for more than 10,000 people in the construction industry – which translates into almost 27,000 new jobs across the broader Australian economy.

The Redfern Housing Redevelopment project, which received a 5 Star Green Star – Multi Unit Residential PILOT rating, recognised the important links that Australia's indigenous people have with

Rob Hunt

Former Managing Director
Bendigo Bank

the suburb, and so mandated a minimum of 20 indigenous construction workers. This was a 'first' for a public housing project in Australia, and was rewarded with a Green Star Innovation point (INN-1). Empowering the local community was an integral part of the sustainable development, and Housing NSW provided employment opportunities to both Aboriginal and long-term unemployed people to enhance their business skills, increase their knowledge of ESD issues in the project and in general, and improve the social and economic conditions for both the individuals and their community.

Leadership in the community

Building green is a clear expression of commitment to the environment. Increasingly, people around the world perceive green buildings as modern and ethical – and companies, councils, governments and community organisations associated with green buildings benefit from these perceptions through community pride, satisfaction and wellbeing.

With many law firms now having extensive corporate social responsibility programs and publicly committing to reducing their carbon footprint, legal offices need to be energy-efficient from both a credibility and public relations perspective. Moving to the 6 Star Green Star – Office As Built v2 1 Bligh Street in Sydney was an opportunity for Clayton Utz to demonstrate good corporate citizenship. "I think the green elements of the building are important for corporate responsibility," says partner Julie Levis.

And when the management team at the Bendigo Bank decided to build its new 5 Star Green Star – Office Design v2 certified headquarters, they saw it as an opportunity to demonstrate that corporate social responsibility starts at home. The Bendigo Bank's former Managing Director, Rob Hunt, said that green initiatives "are good for customers, good for the environment and good business for our bank." ●



Image courtesy of
Lyons Architects



Monash University New Horizons is the first dedicated research and laboratory building in Victoria to achieve a 6 Star Green Star – Education Design v1 rating.

Irwinconsult's ESD team guided the project to successfully attain every targeted point.

The team achieved the desired rating of 5 Stars in round one, and elevated this to a **6 Star Green Star – Education Design v1** certified rating in round two.



Hannah Blossom



Thorsten Padeffke



Matt Sykes



Anita Purser



Danial Abdul-Rahman

Melbourne Office
t +613 9622 9700
mlb@irwinconsult.com.au

Darwin Office
t +618 8980 5900
drw@irwinconsult.com.au

www.irwinconsult.com.au

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future

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