

EnviroDevelopment Fact Sheet

EnviroDevelopment 2013 Survey Findings

EnviroDevelopment conducted a survey in early 2013 covering the following topics; 'Certification and Process', 'Marketing and Consumers' and 'Value'. The survey targeted projects that have received EnviroDevelopment certification, to better understand the strategic direction of the tool and where improvements can be made.

For any further questions regarding the results of the survey, contact mdrake@udiaqld.com.au

Objectives of the Survey

The purpose of the survey was to evaluate how successful EnviroDevelopment is from the perspective of the developer – from the certification process, to the value of benefits received, as well as how developers use EnviroDevelopment collateral documents to market their certification to consumers.

Sample Information

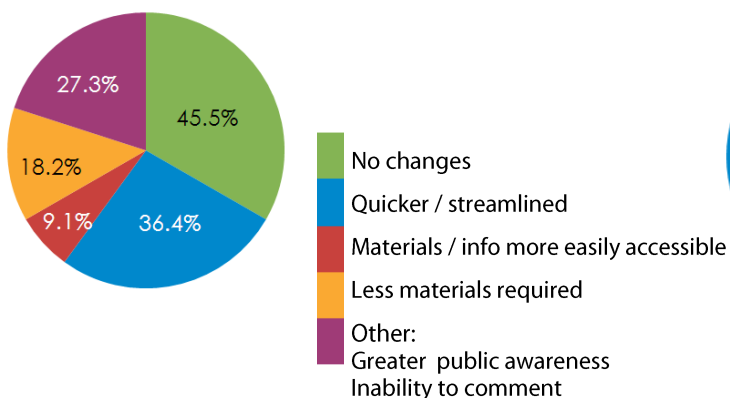
- Survey sent out nationally
- 27.5% response rate

Key Findings

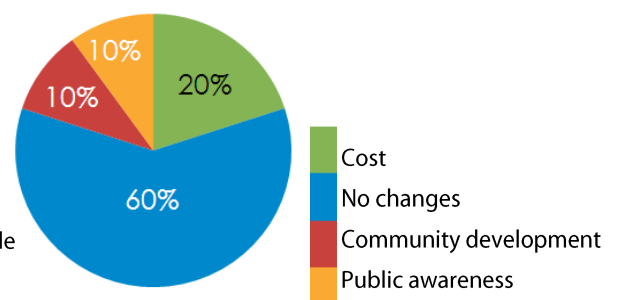
Certification and Process

- Key motivators for certification under EnviroDevelopment include;
 - the ability to accurately convey credentials and / or display a commitment to sustainability;
 - to be an industry leader in sustainability;
 - to gain recognition for sustainability measures;
 - as a sales promotion tool; and
 - to receive an independent certification.
- The majority of developers will seek certification for future projects (90.9%), will recertify their current projects (70%) and would recommend EnviroDevelopment to a colleague (90.9%).
- When asked about changes to be made to the process and to EnviroDevelopment as a whole, over half the respondents don't see any reason for change. Other suggestions regarding change centred around timeframes (streamlining the process) and increasing public awareness of the tool.

Q3. What changes would you like made to the process of EnviroDevelopment?



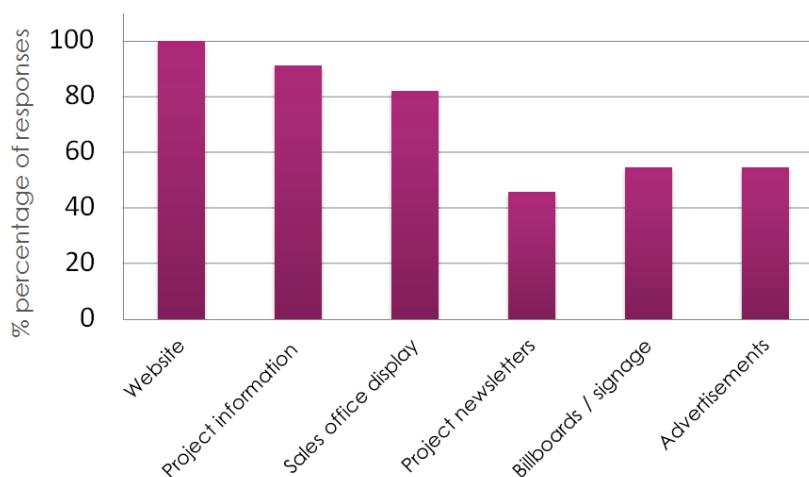
Q4. What changes would you like made seen to EnviroDevelopment?



Marketing and Consumers

- 72.7% of projects display EnviroDevelopment consumer collateral (i.e. the Consumer Guide) in their sales offices.
- All respondents (100%) display EnviroDevelopment branding on their websites, with 90.9% displaying branding in their project information documents and 81.8% in their sales office displays.
- 54.5% of respondents believe sustainability is becoming more important to consumers. Comments and feedback received by developers from the general public regarding EnviroDevelopment certification are either neutral (54.5%) or positive (27.3%).

Q9. How do you display EnviroDevelopment branding?



Value

- When asked what was the extra cost per dwelling / unit for incorporating sustainability initiatives, developers quoted between 'no extra cost' - \$30,000. Some developers believe sustainable design, when done properly, does not need to cost more.
- 63.6% of developers are aware of financial savings the occupants have made in regards to energy and water. These savings range from \$1,000 per annum through to complete self sufficiency for the occupants.

Overview of Findings

The EnviroDevelopment 2013 Survey has found that most developers are satisfied with EnviroDevelopment certification and its process. Whilst some improvements can be made in regards to public awareness of the brand, consumer based collateral is beginning to prove itself successful for bridging this gap.

Future Research

Future research on the benefits associated with EnviroDevelopment will target the consumer audience, to find out how occupants rate living in a certified EnviroDevelopment, with a more detailed insight into occupant savings. This EnviroDevelopment Survey will be conducted annually to ensure a constant and accurate understanding of how developers rate the tool.