

# Media Release



23 September 2009

---



## DEVELOPMENT INDUSTRY GOES GREEN

### **New program highlights developments green credentials to potential buyers.**

Two developments were the first certified in WA under the exciting new **EnviroDevelopment** program that was launched by the Urban Development Institute of Australia (UDIA) on Monday 21<sup>st</sup> September.

Cygnia Cove by Richard Noble and Capricorn at Yanchep by Capricorn Village JV are the inaugural recipients of **EnviroDevelopment** certification in WA.

Both projects received certification under the ecosystems and community elements of the program.

“The **EnviroDevelopment** program is unique in that it assesses the whole of a development for its sustainability credentials, not just individual homes,” UDIA CEO Debra Goostrey said.

**EnviroDevelopment** officially recognises excellence in the areas of water, energy, ecosystems, community, materials and waste.

“The **EnviroDevelopment** program will allow consumers to be able to identify what areas of sustainability participating developments have excelled in,” Ms Goostrey says.

Developments that achieve certification can use the **EnviroDevelopment** logos in their marketing material and advertise their project as an ‘**EnviroDevelopment**’.

The logo consists of six leaves, each representing a different element of sustainability. A developer may choose to apply for certification in any or all of the six elements.

“The **EnviroDevelopment** standards require extremely high performance across a range of criteria and in order to achieve certification a development must truly be a cut above the rest,” Ms Goostrey said.

“In today’s society people are becoming more aware of the impact we are having on the planet and an increasing number of people want to do their bit for the environment,” Ms Goostrey said.

“**EnviroDevelopment** will provide an opportunity to purchase land in a development that you know is excelling in specific areas of sustainability.”

Ms Goostrey says it’s not just your conscience that you are saving when purchasing into an EnviroDevelopment - there are potential cost savings too.

“The Water element requires a 40% reduction in potable water use which will mean a direct saving on your water bill,” Ms Goostrey said.

“The same goes for the energy element which requires a 40% reduction in green house gas production through energy efficiency measures and the use of renewable energy sources such as solar.”

The first two accredited developments have worked hard to protect the natural ecosystems already existing on site as well as the rehabilitation of degraded areas.

The new communities moving in will have access to a range of programs and facilities to enhance community spirit and connectedness.

“There are a number of other projects in the pipeline for certification and UDIA looks forward to announcing those in the near future,” Ms Goostrey said.

UDIA advises buyers to look for the **EnviroDevelopment** symbols when considering purchasing into a new estate.

**End.**







**Attachment 1:** EnviroDevelopment Elements

**More information** on all the projects as well as photographs are available on request.

<b>For further comment:</b>	<b>General Media Enquiries:</b>
Debra Goostrey CEO UDIA(WA) Office Hours: 08 9321 1101 After Hours: <b>0439 380 266</b>	Gemma Osiejak Communications Manager UDIA (WA) P: 08 9321 1101 E: <a href="mailto:gosiejak@udiawa.com.au">gosiejak@udiawa.com.au</a>

Visit the EnviroDevelopment website: [www.envirodevelopment.com.au](http://www.envirodevelopment.com.au)

## ATTACHMENT 1: ENVIRODEVELOPMENT ELEMENTS

Element	Objective	Target
 ENERGY	Reduce usage of polluting and non-renewable energy sources	Measures that achieve considerable (e.g. >40%) reduction in greenhouse gas production from energy use across the development.
 WATER	Improve water use efficiency	Measures that achieve considerable (e.g. >40%) reduction in potable water use across the development.
 ECOSYSTEMS	Healthy, sustainable ecosystems based on natural processes and rich with native biodiversity	Development that aims to protect and enhance existing native ecosystems and encourages natural systems and native biodiversity and rehabilitation of degraded sites.
 COMMUNITY	Vibrant, cohesive, healthy, happy, adaptable, sustainable communities	Development that encourages community spirit, sustainable local facilities, reduced use of private motor vehicles and accessible and flexible design that welcomes a diversity of people and adapts to their changing needs.
 MATERIALS	Environmentally responsible material usage	Development that significantly (e.g. >20%) utilises environmentally responsible materials to lower environmental impacts in preference to other materials.
 WASTE	Reduced waste sent to landfill, more efficient use of resources	Development that includes better waste management procedures and practices and reduces the amount of waste that is disposed of to landfill.