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MEDIA RELEASE

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UDIA Victoria Launches Environmental Accreditation Scheme

This evening at the Melbourne Museum, Justin Madden, MLC, Minister for Planning will launch the UDIA's EnviroDevelopment program, its scientifically-based branding system designed to make it easier for purchasers to recognise and select more environmentally sustainable developments and lifestyles.

Marriott Waters, a development by Villawood Properties, at Lyndhurst in the City of Casey, is the first development to attain accreditation under the EnviroDevelopment standards.

"The EnviroDevelopment program is unique in that it assesses the whole of a development for its sustainability credentials, not just individual homes," Executive Director of UDIA (Vic), Tony De Domenico said.

"Marriott Waters achieved four of the possible six leaves of EnviroDevelopment and has been accredited for its high sustainability outcomes in water, energy, ecosystems and community," Mr De Domenico said.

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

"The EnviroDevelopment program will allow consumers to identify what areas of sustainability participating developments have excelled in," Mr De Domenico said.

Developments that achieve certification can use the distinctive 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.



Foundation Partners

“Where a buyer sees the EnviroDevelopment logo on advertising, they will know that the development has been designed to be friendlier to the environment,” Mr De Domenico said.

“Home buyers are becoming more and more discerning. They want to buy a lifestyle, not just a house and land package and they want this lifestyle to be sustainable,” Mr De Domenico said.

“The upfront purchase price isn’t the whole story for home buyers. The costs of getting to and from work and play, heating and cooling and accessibility to local shops, entertainment and exercise are becoming major factors in decisions about what and where to buy.

“I encourage all developers to work towards EnviroDevelopment accreditation and buyers to look for the EnviroDevelopment symbols when considering purchasing in a new estate,” Mr De Domenico said.

In Victoria, EnviroDevelopment is supported by our foundation sponsors, Boral, CityWest Water and Sustainability Victoria.

Visit www.envirodevelopment.com.au for further details.

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For comment, contact Tony De Domenico on 0412 306 885