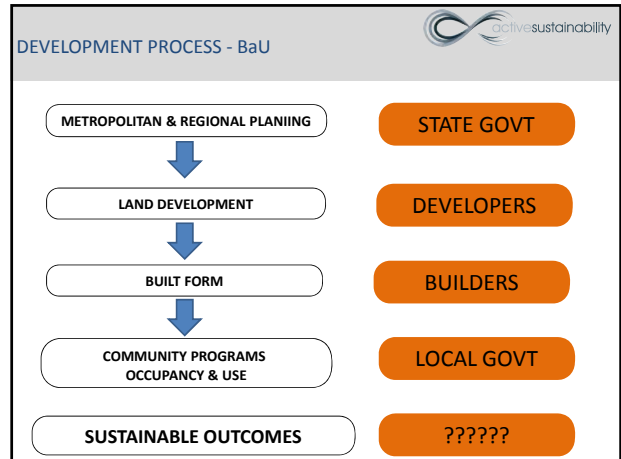


Development strategies for sustainability: The developer's perspective

David Beyer
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Sustainability Assessment Symposium
September 2008



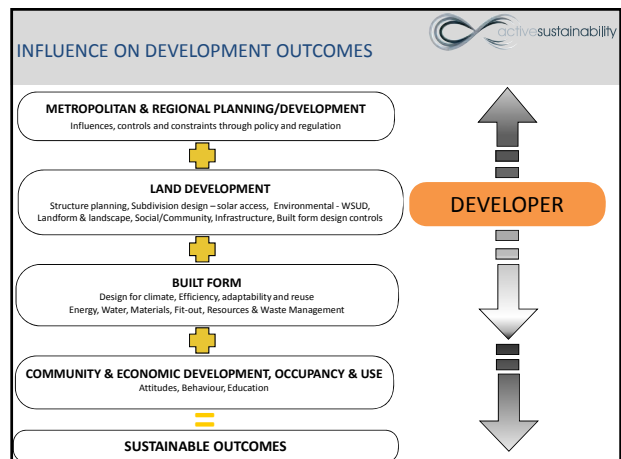
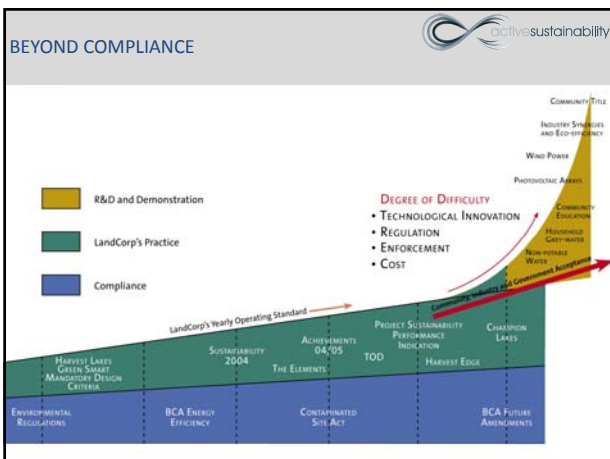
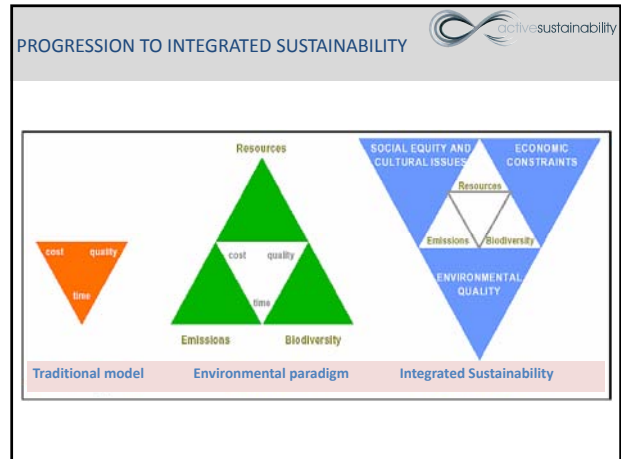
Hope for the future

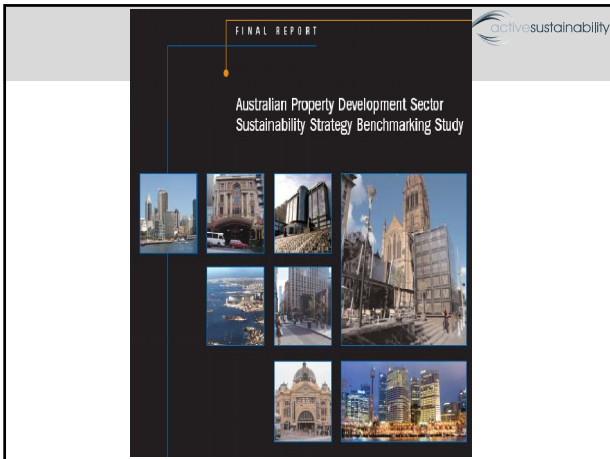
The Western Australian State Sustainability Strategy

A VISION FOR QUALITY OF LIFE IN WESTERN AUSTRALIA

Sustainability is meeting the needs of current and future generations through an integration of environmental protection, social advancement and economic prosperity.

A better place to live





PROPERTY SECTOR BENCHMARKING STUDY

active sustainability

• Drivers for Adopting Sustainability

Driver	Response
Enhanced reputation	67%
Market differentiation	
Community stakeholders	
Government regulation	33%
Pressure from shareholders	25%
Pressure from financial institutions	17%
Market forces	8%

THE MORAL IMPORTANCE ?

LANDCORP'S ACT

active sustainability

"The Authority is to take account of the social, economic and environmental outcomes of the performance of its functions and is to ensure that those outcomes are balanced so far as is practicable."

LANDCORP'S STRATEGIC POSITION

active sustainability

Four Pillars

- Industry Leadership
- State needs
- Business Performance
- Customers & Partnerships

Sustainability Principles

- Design excellence
- Community Well Being
- Environmental Leadership
- Growing the economy

LANDCOM'S STRATEGIC POSITION

active sustainability

Mission Statement
To take the lead in creating better communities.

Strategic Priorities

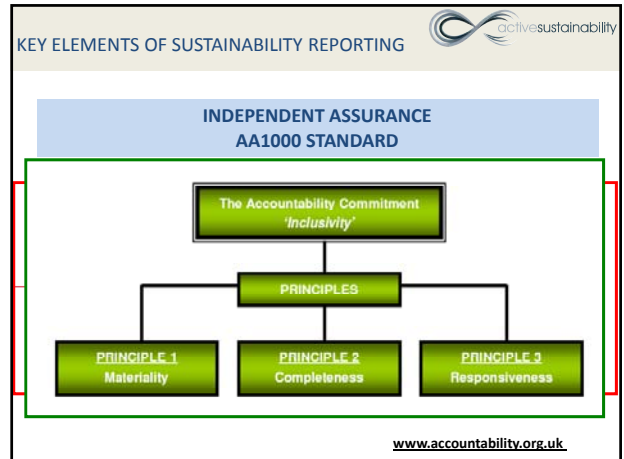
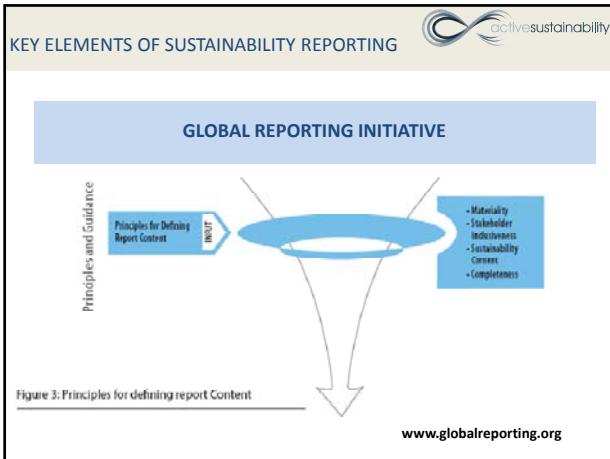
- We focus on adding value to strategic and complex projects which deliver quality urban developments and which demonstrate best practice in social, environmental and economic sustainability.
- We act commercially and strive to be an organisation which:
 - looks to the future;
 - promotes innovation and demonstrates excellence;
 - is adaptable and solves problems;
 - acts ethically and professionally at all times; and
 - values our customers and our employees.

STOCKLAND'S STRATEGIC POSITION

active sustainability

Vision and mission

- To create a world-class property group.
- We see that our purpose is to deliver enduring value for our stakeholders through innovative, customer focused property solutions.
- Our responsibilities to our stakeholders shape our mission.
- We recognise our **people** are our most important asset.
- We strive to exceed our **customers'** expectations.
- We aim to provide superior returns to our **investors** through outstanding performance.
- We respect our relationship with authorities and **government**.
- We create equitable, rewarding **partnerships** by being clear about our expectations and sharing innovation and knowledge.
- We aim to understand our role in the **community** – those that we create, and beyond - wherever we have an impact.



PEER DEVELOPERS REVIEW

	LandCorp	Landcom	Victurban	Stockland	Mirvac	FCC Group (Spain)	Korea Land Corp. (Korea)
Reporting	✓✓	✓✓✓	×	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Assurance/ Guidelines	×	✓✓✓	×	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Economic Performance	✓✓✓	✓✓✓	×	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Corporate Governance	✓✓	✓✓✓	×	✓✓	✓✓✓	✓✓✓	✓✓✓
Environmental Management	✓✓	✓✓✓	✓✓	✓✓	✓✓✓	✓✓✓	✓✓✓
Community	✓✓	✓✓✓	✓✓✓	✓✓	✓✓✓	✓✓✓	✓✓✓
Old/ Employees	✓✓✓	✓✓	×	✓✓	✓✓✓	✓✓✓	✓✓✓
Products & Customers	✓✓✓	✓✓✓	✓✓	×	×	×	✓✓✓
Suppliers	×	✓✓	×	✓✓	✓✓	✓✓	×
Stakeholder Engagement	×	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓✓

No Disclosure: × No information disclosed on this topic.
 Minimal: ✓ The topic is referred to but little is available past legal requirements or top level discussion.
 Emerging: ✓✓ Demonstrates commitment in their disclosures on both policy and actions.
 Best Practice: ✓✓✓ Extensive discussion.

Creating a Robust Sustainability Charter

enviro Sustainable Development Standards


Living for the Future, today

PILOT VERSION LEED for Neighborhood Development Rating System

NRDC



-
- Organisational position
Vision, Objectives
 - Development strategies
Programmes, KPI's, Processes
 - Project development criteria
Performance measurement and assessment
 - Project initiatives
Solutions and actions to achieve the development criteria

OPPORTUNITIES 

Imagine projects where physical, biological, socio-economic, cultural and environmental needs are so complete, that the Environmental Assessment concludes: no mitigation required.

(William McDonough)