

ADDRESSING THE DEMAND FOR

GREEN

NETWORK PACIFIC STRATA MANAGEMENT LEADING THE WAY TOWARDS A GREENER, ECO-FRIENDLY SOCIETY

Australians are increasingly looking for green and sustainable products and systems in their residences. From double-glazed windows, rooftop gardens, energy efficient lighting, good insulation and solar panels to water saving products, environmentally friendly infrastructure is in demand and is a powerful selling feature.



Last year Psaros, the Conservation Council and the Property Council commissioned Ipsos to conduct research into inner-city residents' attitudes to sustainable living. The survey and focus group analysis of 524 respondents residing within 10km of the Perth CBD revealed that 89% of the group supported the development of more eco-friendly buildings that generate their own power, collect rainwater and use less energy.

Property developers are recognising this demand and are consciously integrating sustainable concepts into new developments and they are seeing rewards for doing so, with eco-friendly buildings selling for a premium price. Chief Executive Office Loris Rigon of Mandala Developments says of today's property purchaser, "They are willing to pay a bit extra because they can see the value in it....Everyone's conscious about the environment and the cost of energy going up".

For new developments there is a strong economic and environmental argument for sustainable initiatives. But what about existing apartment blocks? Traditionally, integrating sustainable concepts into existing apartment buildings has been shelved to the too hard basket. With the tangled interests of owners, investors and tenants all under the same roof, individual residents have felt powerless to make meaningful and cost-effective sustainable changes within a strata arrangement.

Smart Moves

That's where the City of Melbourne's award-winning Smart Blocks program comes in. Designed to empower individuals to initiate energy-saving and green projects in

致力于绿色需求

NETWORK PACIFIC集团引领社会向更绿色环保方向发展

澳大利亚人越来越多地在其住所寻求绿色和可持续的产品和系统。从双层玻璃窗、屋顶花园、节能照明、保温性好、太阳能电池板到节水产品,环境友好型设施需求在增长,同时也是一个有力的卖点。

去年,Psaros公司、保护协会和房地产协会委托市场研究公司益普索针对内城居民对可持续生活方式的态度进行调研。他们对居住在珀斯CBD10公里以内的524位居民进行调研,此次调查和焦点小组分析显示,其中89%的人支持建造环境友好型的大楼,这种大楼可以自行发电、收集雨水,使用的能源也更少。

房地产开发商也认识到这方面的需求,并有意识地将可持续理念融入到新的开发中。而他们的做法也获得了回报,因为环境友好型大楼是溢价销售的。曼拉房地产开发公司的首席执行官Loris Rigon说现在的房产购买者"只要能看到其中的意义,他们愿意额外多支付一些.....每个人都具有环保意识,都注意到能源成本在上升。"

在新项目的开发中,对可持续性发展的举措具有一个强大的经济和环境方面论证。但是,已有的公寓楼怎么办呢?传统上,人们一直觉得将可持续发展理念融入已有的公寓楼太困难。同一幢楼内,业主、投资方、租户的利益错综复杂。在物业已作安排的情况下,居民个人想做些有意义的具成本效益和可持续性的改变时感到无能为力。



existing apartment buildings, Smart Blocks provides an easy-to-follow step-by-step toolkit to help navigate through the strata system.

More than 3 million Australians live in apartment buildings, yet high and medium density blocks are energy guzzlers, using an average of 25% more energy than individual dwellings. Up to half of that energy usage is derived from common areas like hallways, car parks and swimming pools.

Implementing energy-saving systems into these common areas has been shown to reduce energy consumption by up to 20-30%. Replacing existing light bulbs with energy efficient lighting, and introducing energy-saving devices such as sensor lighting, can reduce energy bills by thousands of dollars.

Similarly, introducing retro-fitted insulation, water tanks, energy efficient hot water services, solar panels and upgrading swimming pool pumps and heaters can have huge impacts on the cost of running a building. Strata levies can be greatly mitigated through reducing energy consumption. Often the purchase cost and implementation of energy-efficient systems can be significantly reduced through government grants, such as solar rebates, meaning the pay-back period is short.

Smart Blocks provides a tool-kit for apartment dwellers to initiate energy-efficient projects. Whilst all apartment buildings are different and unique in their energy consumption, Smart Blocks takes residents through three main areas for establishing green initiatives:

1. Auditing common property in the building including lighting, pool pumps and hot water systems
2. Develop an energy reduction plan, and working with the strata manager and the committee to have the plan endorsed
3. Understanding energy bills and collecting data by tracking how much energy is used by common property assets, when it is used and what it costs.

The Smart Blocks program has heralded great successes. There are numerous case studies on its website detailing projects that have resulted in significant cost savings in energy consumption, with the added benefits of reducing the building's carbon footprint, and increasing the property value. Its success was recognised with two awards last year – the Melbourne Award for Contribution to Sustainability and Best in Category for Service Design at the Victorian Premier's Design Awards.

One of the more complex aspects of implementing an energy-efficient plan is working with the strata manager to champion

智能举措

这就是在墨尔本备受赞誉的Smart Blocks(智能街区)项目的用武之地。致力于使个人能够在已有的公寓楼内实施绿色节能项目,智能街区给个人提供一个易于上手的列明步骤的工具包使其能够避开物业体制。

超过300万的澳大利亚人居住在公寓楼内。高密度和中密度的街区是能源消费的集中区,他们比独立住宅平均多用掉25%的能源。这些能源消耗中多达一半来自于一些公共区域,例如走廊、停车场和游泳池。

数据显示,在这些公共区域实施节能系统可以减少高达20-30%的能源消耗。通过用节能照明取代现有的灯泡,以及引进类似传感照明等的节能设备,这些措施可以减少价值数千美元的能源消耗。

同样,引入改型绝缘、水箱、高效节能热水服务、太阳能电池板和升级游泳池泵和加热器,这些措施都能对大楼运作成本产生巨大的影响。通过减少能源消耗,可以大大缓解物业收费。通常情况下,政府补助(如太阳能返款等)会大大减小购买和实施节能系统的成本,因为那意味着这些投资的回收期较短。

智能街区为公寓居民发起节能计划提供了一个工具包。虽然所有的公寓楼能源消耗并不相同,且具有独特性,智能街区让居民从三个主要方面来建立环保措施:

1. 审计大楼内的共同财产,包括照明、水泵和热水系统
2. 制定节能减排计划,并与物业管理和执行委员会一起推进该计划的通过
3. 熟悉能源费用,收集用于公共物业的能源用量的数据,包括何时被使用,成本多少等。

智能街区项目已经开始获得巨大的成功。在它的网站上有很多案例研究,详细叙述了这些项目实行后能显著节省能源消耗成本,还能减少建筑物的碳排放量,同时还提升了该房产的价值。智能街区去年获得了两个奖项,这为其成功取得了肯定,这两个奖分别是墨尔本可持续发展贡献奖和维多利亚州州长设计奖中服务设计类别的最佳设计奖。

在一个节能计划的推进中,最复杂的方面之一就是与物业管理一起推行这个计划。有希望的是,精明的物业管理人员也开始展开节能运动,因为他们也认识到节能背后的显著的好处,即可以减少收费、带来积极的环境影响和物业升值。

引导绿色消费

Network Pacific物业管理公司是澳大利亚最大的物业管理公司之一,他们长期以来一直倡导绿色事业。该公司是环保举措的先驱,并热衷于推进业务计划来使公寓居民和开发商更多地参与节能计划。Network Pacific董事Stephen Briffa说:"我们的目标是通过实行、维护和不断改进我们的环保可持续性举措,来减少我们对环境的影响"。

其旨在可以简单直接地推进环保项目行动。Stephen说,"在公寓楼里推进绿色解决方案其实真的很简单。只需要用最少的建设成本,这些环保措施就能够大大减少能源开支。而且这不仅仅只有经济效益,同时对环境、居民生活水平以及房产价值也有巨大的积极作用。这是双赢的完美案例。"

Network Pacific物业管理公司积极鼓励业主公司采用环保举措来使他们的大楼尽可能高效的使用能源。它与业主委员会一起对其大楼进行审计,并确定值得推行的节能方案。

Network Pacific物业管理公司还有一项客户增值服务。他们建立了建筑批发供应业务,用批发价向客户提供一系列节能产品。公司从全球采购高品质的节能产品。这些产品都经过严格的质量控制,质量有所保证。Stephen说,"我们只出售能够节约能源成本并保护环境的具备极高的能源利用效率的产品。"

是Network Pacific公司建立的另一个使开发商、居民和环境都受益匪浅的业务。Sh@reCar®由业主负责,且仅供建筑居住者使用。它为居民提供了仅需要燃料费和相关的道路通行费即可轻易获得的专用公共汽车的便利。独立研究已经证明每个Sh@reCar®可以清除路上的6-7辆车。这不仅对环境保护而言是一个好消息,对开发商而言,同样是个好消息,因为它减少了建筑建设需要的停车位的数量。所有Sh@reCars®均为新购买的,且根据他们的环境评级进行选择。

Network Pacific集团营造了创新与不断完善的文化氛围,以确保向其客户提供有价值的服务;同时,它还是一个环保组织。当其在上个月凭借最佳的OC经理>3000多位,荣获SCA(澳大利亚阶层社区)维多利亚卓越奖以及年度OC经理奖项时,Network Pacific在行业内的领导地位已经得到认可。

未来是光明的

由于诸如智能社区这样的等前瞻性举措,以及如欢迎并支持环保项目的物业管理者,澳大利亚的300万公寓居民作为一个整体,可对环境产生巨大的积极的作用……还有他们的钱包。



the plan. In a promising move, savvy strata managers are climbing aboard the energy efficient movement, recognising the significant benefits it can offer through reduced levies, the positive environmental impact and property appreciation.

Network Pacific Strata Management Leading the Green Charge

One of Australia's largest strata managers, Network Pacific Strata Management has long championed the green cause. It is a pioneer of eco-friendly initiatives and is passionate about implementing business initiatives to increase participation in energy-efficient programs by apartment dwellers and developers. Director, Stephen Briffa, says "We aim to reduce our impact on the environment by implementing, maintaining and continually improving our environmentally sustainable practices".

It aims to facilitate the move to green programs in a straight-forward and easy transition. Stephen says, "Moving to green solutions in apartment buildings really is a no-brainer. For minimal establishment costs, green initiatives can have a great impact on reducing energy bills. But not only is there a financial benefit, there are great positive impacts on the environment, the standard of living for residents and on property values. It's the perfect example of a win-win."

Network Pacific Strata Management actively encourages its Owners Corporations to embrace green initiatives to make their buildings as efficient as possible. Its Managers work with committees to audit their buildings and identify worthwhile energy-saving initiatives that should be implemented.

A value-added service to its clients, Network Pacific Strata Management established its Building Wholesale Supplies business, which offers a range of energy-

efficient products at wholesale prices. It sources high quality and energy-saving products from around the world which undergo strict quality control to Australian Standards so that it can guarantee the products. Stephen says, "We only sell products that offer high energy efficiency to save energy costs and the environment."

Another business Network Pacific established with valuable benefits to developers, residents and the environment is Sh@reCar®. Sh@reCar® is contracted by building owners and is for the exclusive use of building occupants. It offers the convenience of a dedicated communal car at residents' fingertips for just the cost of fuel use and road tolls incurred. Independent research has shown that each Sh@reCar® removes 6-7 cars from the road. Not only is that great news for the environment, but also for developers since it reduces the number of car spaces required in building developments. All Sh@reCars® are purchased new and chosen on their environmental ratings.

The Network Pacific Group fosters a culture of innovation and continuous improvement to ensure that it offers a valuable service to its clients and is an environmentally responsible organisation. Its leadership in the industry was recognised last month when it won the SCA (Strata Community Australia) Victoria Awards for Excellence for Best OC Manager > 3,000 lots and the SCA Victorian OC Manager of the Year.

The Future is Looking Bright

Thanks to forward-looking initiatives such as Smart Blocks and strata managers that are embracing and championing environmental projects such as Network Pacific Strata Management, those 3 million apartment dwellers in Australia can collectively make a huge positive impact on the environment....and their hip pocket!