



Design Excellence – More Than Just a Pretty Place

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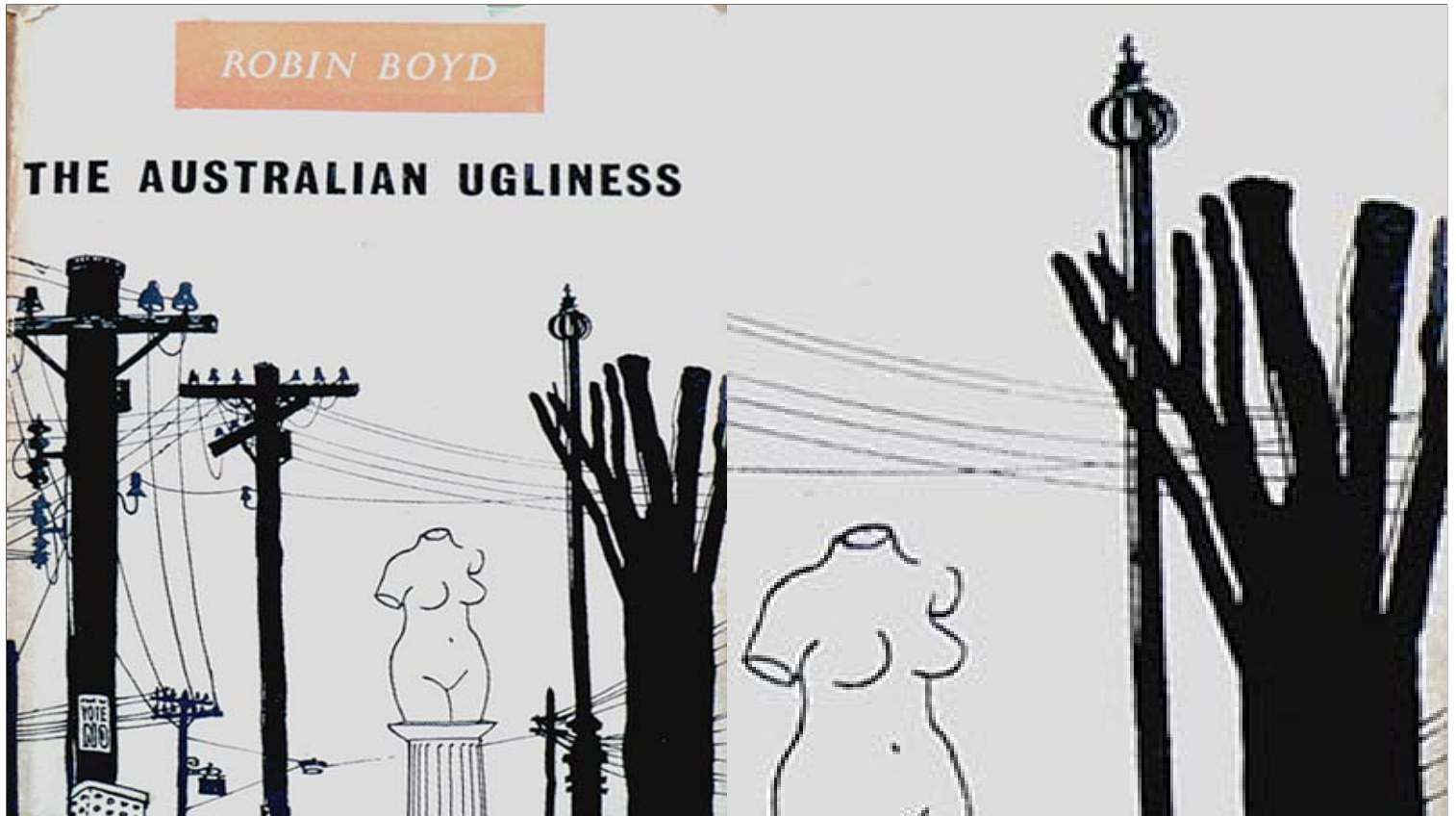
More than Just a Pretty Place > The Good

Mercer's City Ranking Tables ^[8]			
	City	Country	Rating
1	Vienna	 Austria	108.6
2	Zurich	 Switzerland	108
3	Geneva	 Switzerland	107.9
4	Auckland	 New Zealand	107.4
4	Vancouver	 Canada	107.4
6	Düsseldorf	 Germany	107.2
7	Frankfurt	 Germany	107
7	Munich	 Germany	107
9	Bern	 Switzerland	106.5
10	Sydney	 Australia	106.3

The Economist's World's Most Livable Cities 2011 (Top 10) ^[11]			
	City	Country	Rating
1	Vancouver	 Canada	98.0
2	Melbourne	 Australia	97.5
3	Vienna	 Austria	97.4
4	Toronto	 Canada	97.2
5	Calgary	 Canada	96.6
6	Helsinki	 Finland	96.2
7	Sydney	 Australia	96.1
8	Perth	 Australia	95.9
8	Adelaide	 Australia	95.9
10	Auckland	 New Zealand	95.7

More than Just a Pretty Place > The Bad





Robin Boyd's 1960 attack on Australian featurism:

"The ugliness I mean is skin deep...This a country of many colourful, patterned, plastic veneers, of brick-veneer villas, and the White Australia Policy". The latter removed in 1973.

More than Just a Pretty Place > More than Design Controls



Regulating for design – a blunt instrument

Good design also requires good planning and excellent governance.

More than Just a Pretty Place

- 1. Why > A case for sustainable communities**
- 2. What > Look and feel**
- 3. How > Agents of change**



1. A Case for Sustainable Communities

How might emerging trends inform the creation of more sustainable communities here in Australia?

We have unique conditions. The shift to a mindset of sustainable living emerged during the drought around 7 years ago, as water restrictions impacted on Australian lifestyles.

A case for sustainable communities > Resilient communities

We need communities that can adapt to **social, economic and environmental** change



But it's more than the environment.
It's about legacy, and its about people.

The Big Idea: Creating Shared Value

by Michael E. Porter and Mark R. Kramer



Thinking that has come out of reflections on the GFC.

Porter was down on sustainability – stuck in a mindset around shareholder return, with a view that CSR was all about do-gooder philanthropy.

But he's shifted. The GFC has called for change.

"The concept of shared value, in contrast, recognizes that societal needs, not just conventional economic needs, define markets...And addressing societal harms and constraints does not necessarily raise costs for firms, because they can innovate through using new technologies, operating methods, and management approaches--and as a result, increase their productivity and expand their markets."

Interesting concept of "capitalism for the longterm". Explores indicators of longterm sustainability "[link] compensation to the fundamental drivers of long-term value, such as innovation and efficiency, not just to share price."

"There are three essential elements of the shift. First, business and finance must jettison their short-term orientation and revamp incentives and structures in order to focus their organizations on the long term. Second, executives must infuse their organizations with the perspective that serving the interests of all major stakeholders--employees, suppliers, customers, creditors, communities, the environment--is not at odds with the goal of maximizing corporate value; on the contrary, it's essential to achieving that goal. Third, public companies must cure the ills stemming from dispersed and disengaged ownership by bolstering boards' ability to govern like owners."

A case for sustainable communities > Responding to environmental risk

Mitigation



Adaptation



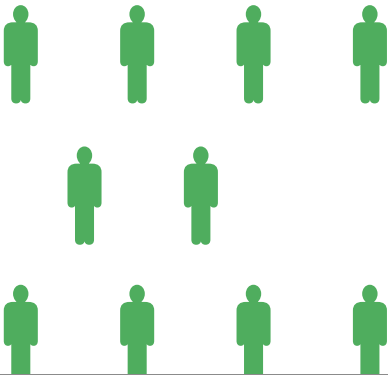
Mitigation

Adaptation: Summer of floods, cyclones and fires

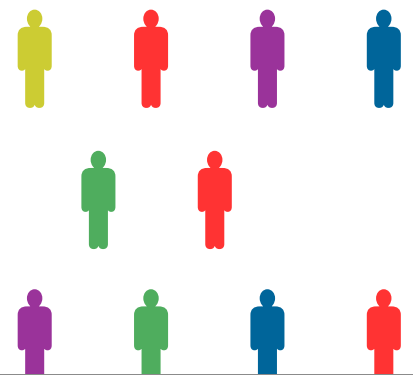
A case for sustainable communities > Responding to social risk



Commonality



Diversity



Civility and harmony

Increased capacity for communications – but are these virtual communities “more shallow”



2. Look and feel

Well Dan, we had the first green Olympics here in Sydney in 2000

Lend Lease and Mirvac, overseen by Greenpeace delivered a green village, ahead clear cut sustainability metrics. These houses delivered on a combination of:

Good urban design with a panel of leading architects

Integrated sustainability features, including good orientation, shading and materials selection

And bolt on solutions, with a significant deployment of PV.

The start of a conversation within our design and development community.

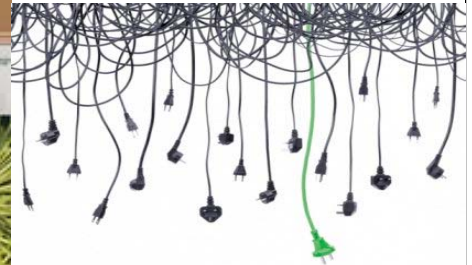
And this inspired the establishment of the GBCA and development of Green Star.

Look and feel > Low carbon



Zero Emission Neighbourhoods

PRECINXTM
LANDCOM SUSTAINABILITY TOOL



Looking to the future?

10 star houses

Carbon zero or positive

Houses and buildings as power stations, connected by a green grid.

Look and feel > Low carbon

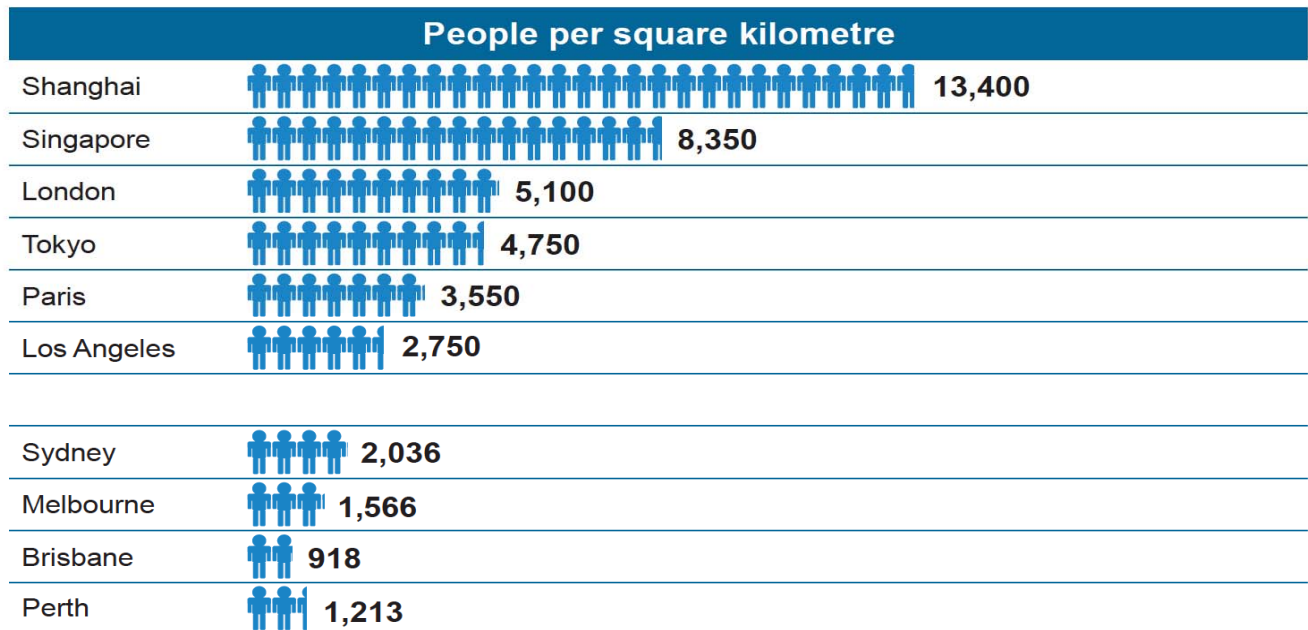


Even better when we have 10 star occupants – living in green precincts

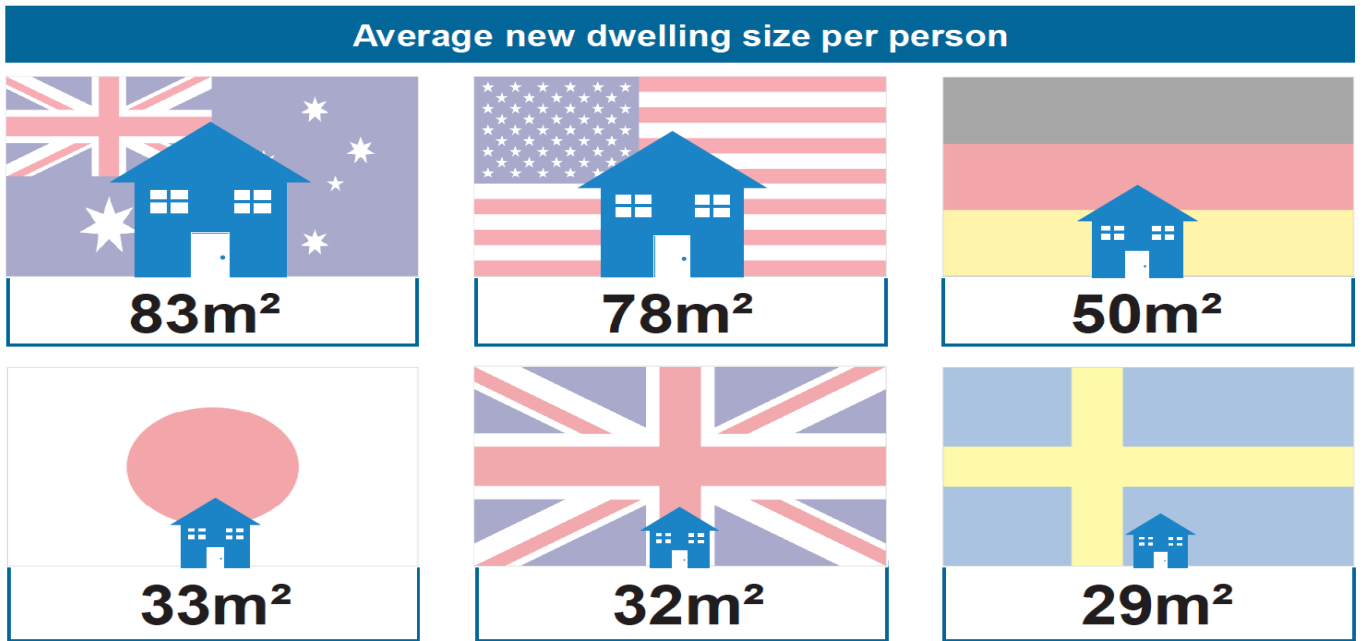
Look and Feel > Mixed uses, range of densities



Look and Feel > Mixed uses, range of densities



Look and Feel > Mixed uses, range of densities



Can we use our space more efficiently? Yes, we can.

Net present locational value?

Net present productive value?

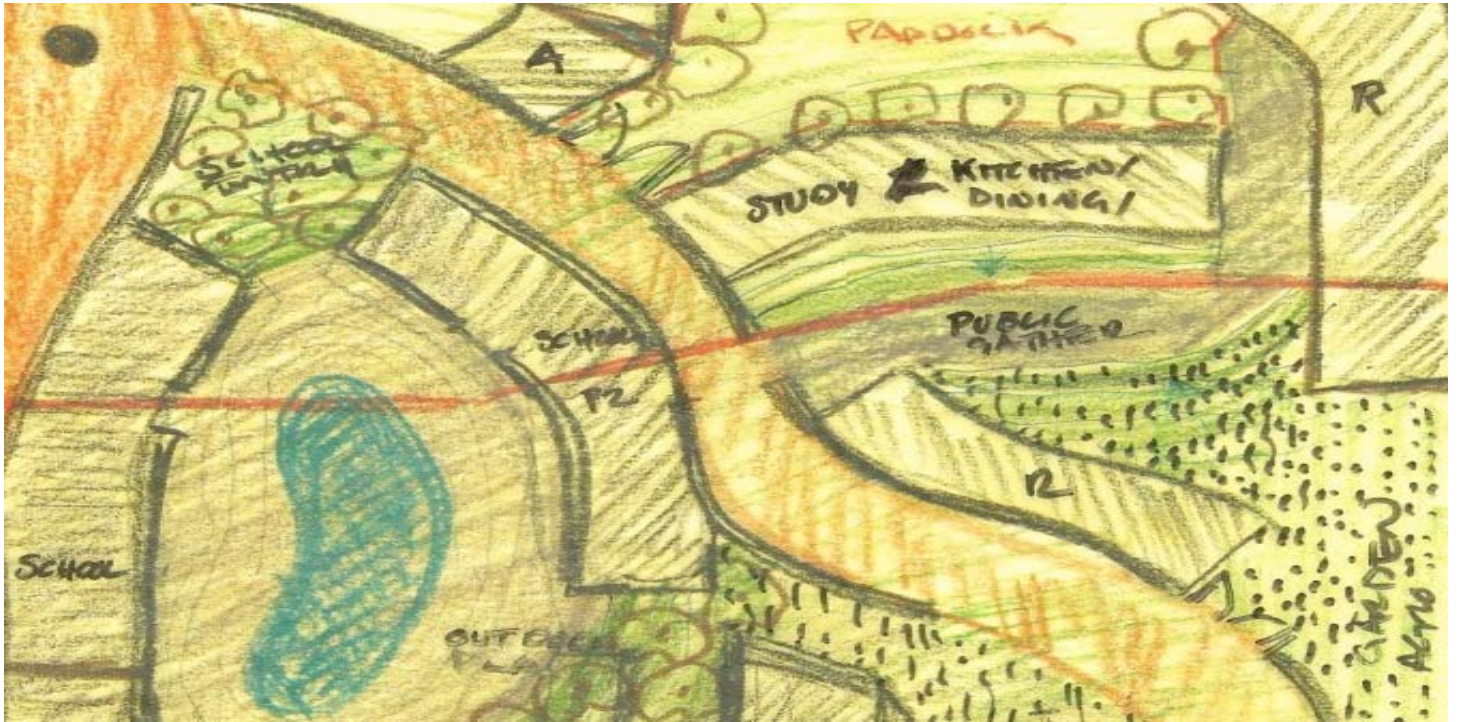
Look and feel > Engaged



A close-up photograph of a person's hand, with the index finger pointing upwards and the middle finger slightly bent. The hand is set against a solid black background. The lighting highlights the skin texture and the shape of the hand.

3. Agents of change

Agents of Change > Governance and engagement



Co-design, the “charette”

New models of governance

Rather than a fourth layer of governance – rather mechanisms for communities to have a proactive means of how they can shape their local place. Beyond reacting to the local DA.

Agents of Change > Governance and engagement

The screenshot shows the Future Melbourne Wiki interface. At the top, there is a navigation bar with the Future Melbourne logo and the text "futuremelbourne". To the right of the logo are links for "about future melbourne" and "contact us", and a search box with a "Go" button. Below the navigation bar is a horizontal menu with six colored buttons: "people" (blue), "creative" (pink), "prosperous" (orange), "knowledge" (purple), "ecocity" (green), and "connected" (red). Below this menu is a "Log In" or "Register" button. To the right of the "Log In" button are three buttons: "Discussion", "Edit", and "Print version". Below the navigation bar is a breadcrumb trail: "Future Melbourne Wiki > FMPlan > S2G3Ecocity > S2G3P5LivingAndWorkingInUrbanCentres". On the left side, there is a vertical menu with the following items: "Home", "The Plan", "Table of Contents", "Introduction", "Vision", "People", and "Creative". The main content area features a green background with the text "An eco city is a place that reduces its environmental impact as its people successfully adapt to a changing world to build a sustainable future." and the word "ecocity" in large, bold, white letters. Below this text is a small "Future Melbourne" logo and the tagline "the city plan that anyone can edit." The main heading of the page is "5. Living and working in a dense urban centre".

City of Melbourne's Future Melbourne plan – a crowd sourced plan via an online wiki

Agents of Change > Leadership and commitment



Leadership and commitment is required to address barriers, and take risks
And we need more joined up government to support the design of better cities
> Infrastructure delivery ahead of urban growth

Agents of Change > Innovation and design excellence



Blue sky thinking
Renewable energy
Capacity to change

Agents of Change > Tools for a common understanding



1. Enhance liveability
2. Create opportunities for economic prosperity
3. Foster environmental responsibility
4. Embrace design excellence
5. Demonstrate visionary and strong governance

Enhance liveability

Create opportunities for economic prosperity

Foster environmental responsibility

Embrace design excellence

Demonstrate visionary and strong governance