

DISCLOSURE

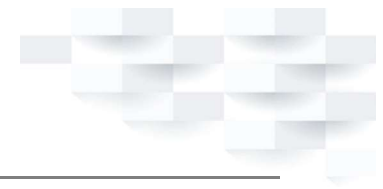
AN INDUSTRY PERSPECTIVE

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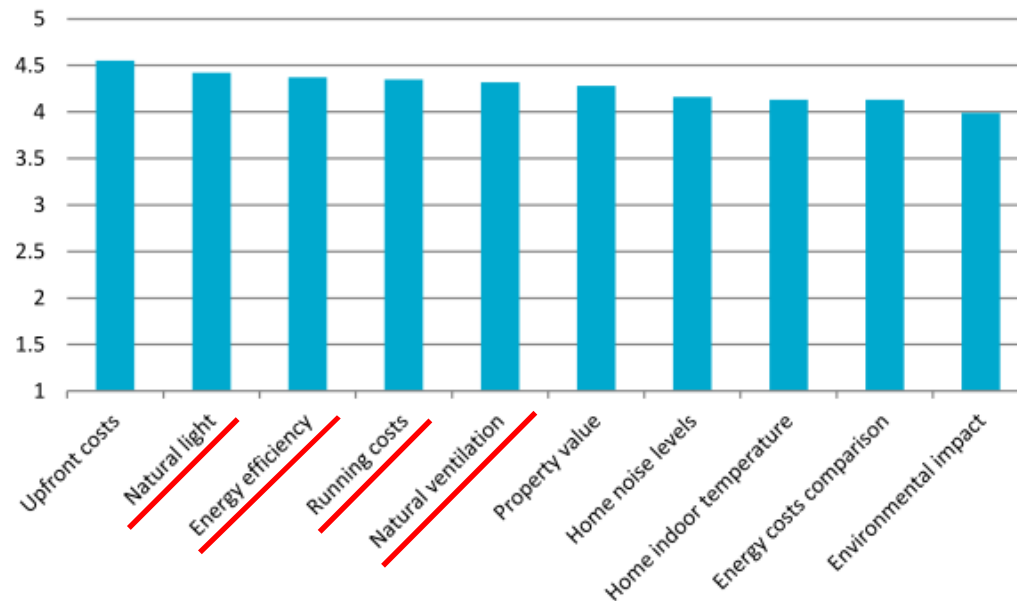


CSR

WHAT CONSUMERS WANT



Consumers want more daylight, comfort, lower energy bills, better air quality



EnergyFit Homes Initiative, National consumer survey results, Cooperative Research Centre for Low Carbon Living, Project RP 3016 "Enhancing the market for Low Carbon Homes"



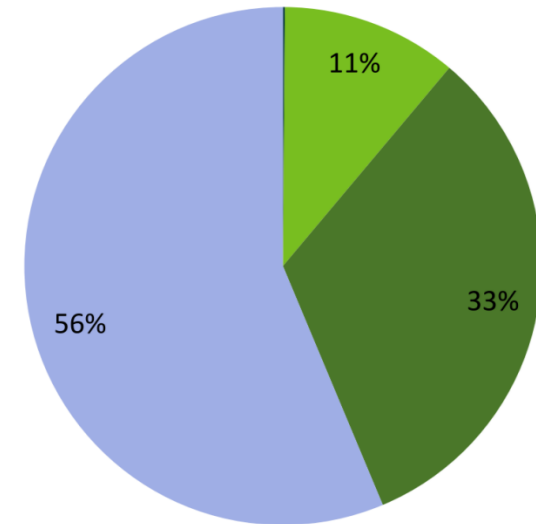
WHAT CONSUMERS WANT

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lower energy bills, better air quality

88%

of consumers find
homes with EE features
more attractive

EnergyFit Homes Initiative, National consumer survey results , Cooperative Research Centre for Low Carbon Living, Project RP 3016 "Enhancing the market for Low Carbon Homes"



- Much less attractive
- A bit less attractive
- No difference
- A bit more attractive
- A lot more attractive



WHAT CONSUMERS WANT

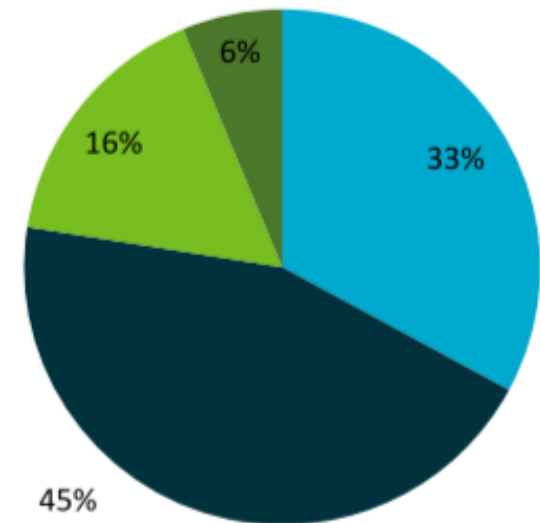
Consumers want more daylight, comfort,
lower energy bills, better air quality

88%

of consumers find
homes with EE features
more attractive

67%

Would pay more than
\$100 for information

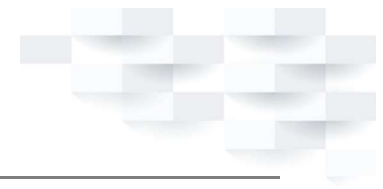


- Up to \$100
- Up to \$250
- Up to \$500
- More than \$500

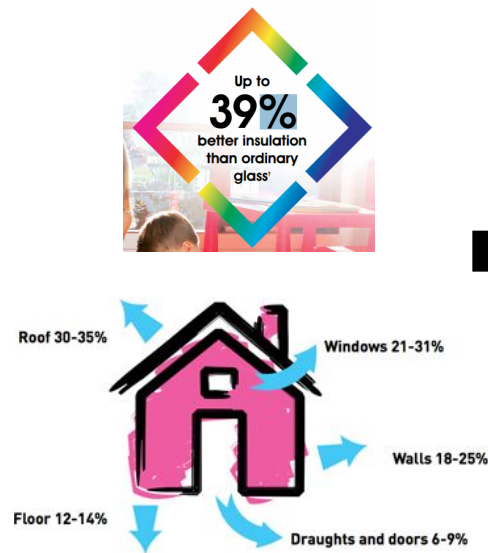
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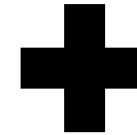
BARRIERS TO UPGRADES



**Confusion with many
marketing claims**



Poor knowledge



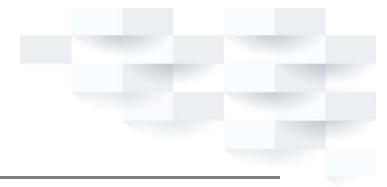
Uncertain ROI



High Cost \$\$\$



BARRIERS TO UPGRADES



Tenant/landlord issue



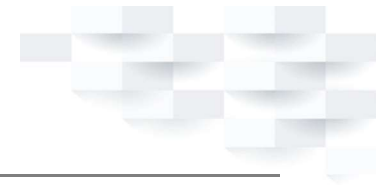
High cost to advertise



market failure & need for government intervention



CREATING CHANGE



- Disclosure at sale or lease seen as best policy. A ‘light touch’ initiative as just a stroke of the pen for government and market does all the work

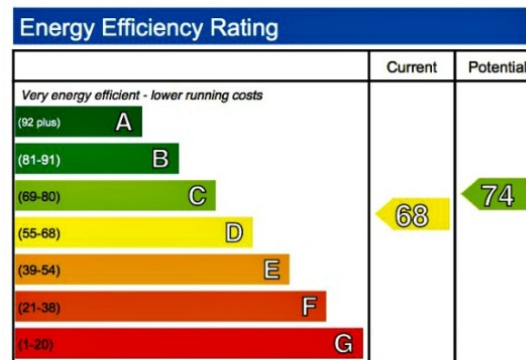


POLICY LEAVERS

UN Environment program (2007)

#1

Disclosure as the
policy initiative to drive
demand for EE



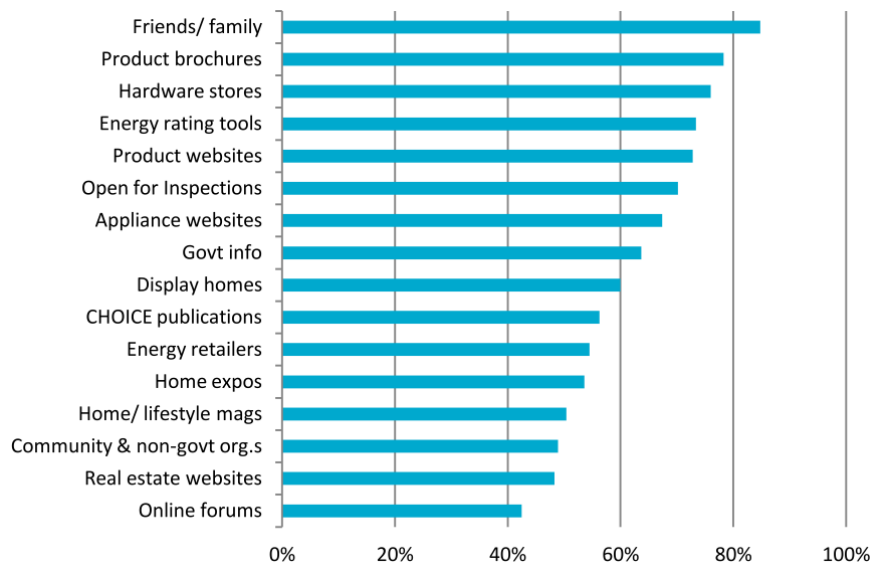
RIGHT TO KNOW

- Empowers consumers – they have a “right to know” what they are buying or renting
- Make the invisible visible

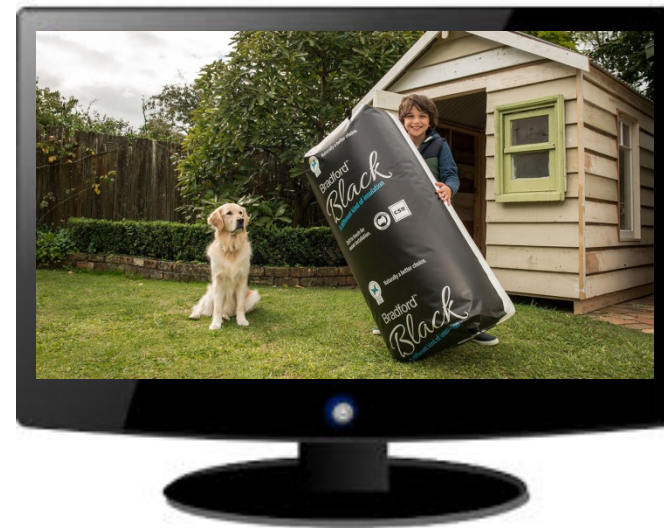


IMPROVED MARKETING CHANNELS

- We see it really creating awareness at low costs and then we can target our marketing much more

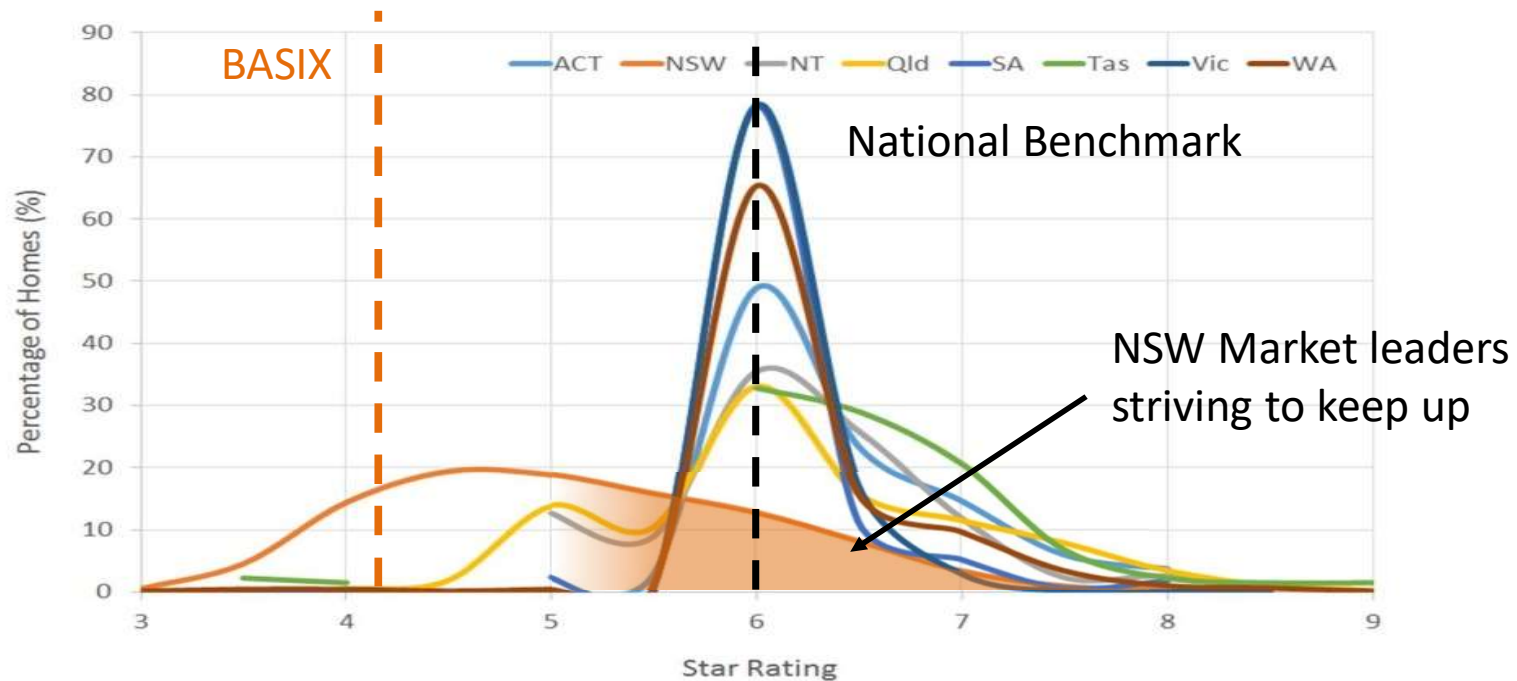


Preferred information sources when buying, renting or renovating (N=864)

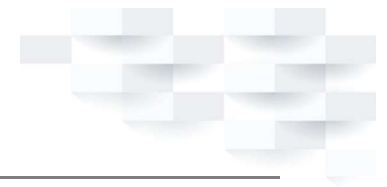


PERCEIVED BEST PRACTICE

- Disclosure drives demand for performance above minimum compliance in new homes



PROVEN IN AUSTRALIA



- Evidence from ACT is very encouraging in creating genuine value
- Purchaser who invests in upgrades rather than the seller
- Knowledge about what you are getting and therefore what you need to spend after you buy to improve comfort/energy costs



TYPE OF ASSESSMENT

- This then determines what type of assessment tool should be used – tick a box, Liveability, Vic Scorecard, NatHERS

Home Energy Inspection

Print this checklist and do this inspection with an adult. Post your completed checklist to remind your family how to save energy.

	YES	NOT YET
Do you turn off lights and computers when you are not using them?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have compact fluorescent lights in your home?	<input type="checkbox"/>	<input type="checkbox"/>
Do you wash most of your laundry in cold water?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have energy- and water-saving showerheads?	<input type="checkbox"/>	<input type="checkbox"/>
Do you do full loads in your dishwasher, clothes washer, and dryer?	<input type="checkbox"/>	<input type="checkbox"/>
Do you use the "Air Dry" or "No-Heat Dry" setting on your dishwasher?	<input type="checkbox"/>	<input type="checkbox"/>
Do you close draperies or blinds to keep out summer sun or winter cold?	<input type="checkbox"/>	<input type="checkbox"/>
Do your doors and windows have weatherstripping and caulk to block drafts?	<input type="checkbox"/>	<input type="checkbox"/>
Has your family unplugged appliances you rarely use, such as a second refrigerator or freezer?	<input type="checkbox"/>	<input type="checkbox"/>
Is regular maintenance done on your heating and cooling system—cleaning or replacing filters monthly and a yearly tune-up?	<input type="checkbox"/>	<input type="checkbox"/>

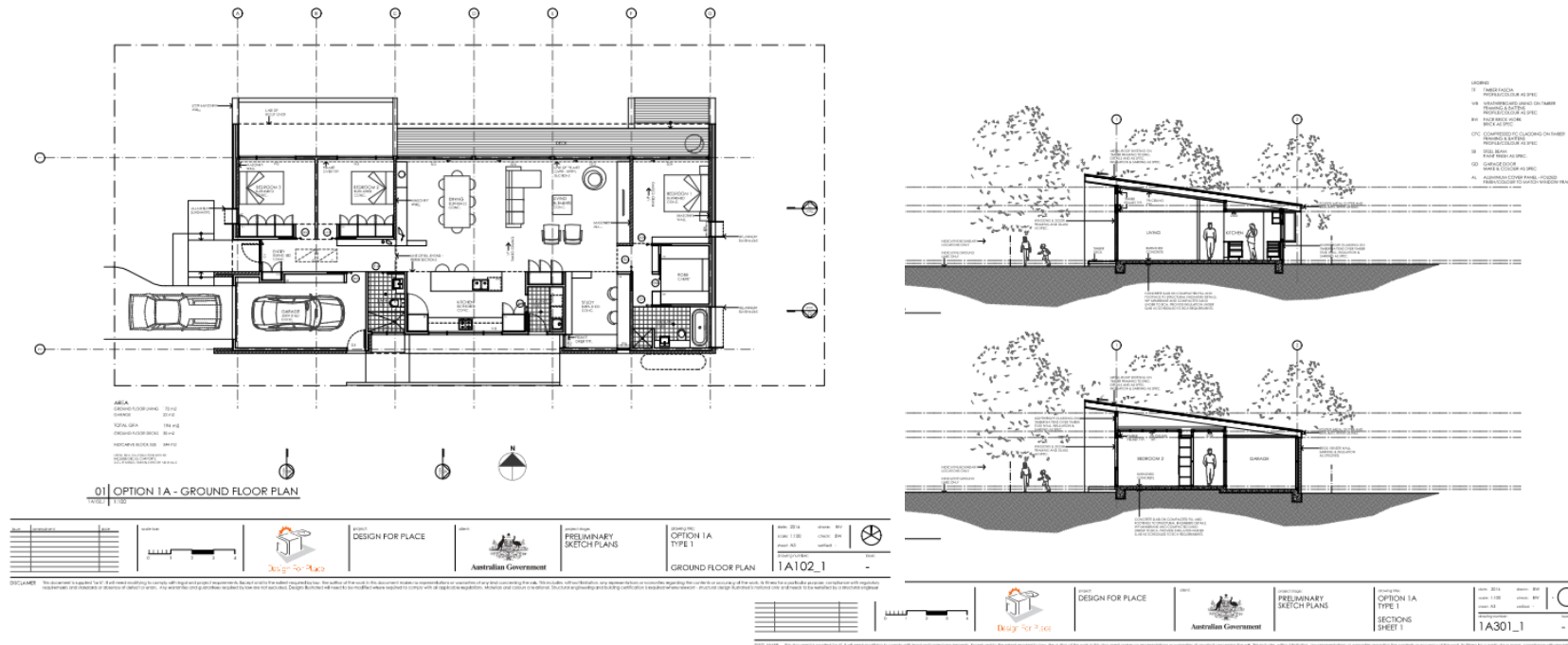
Score 5 points for every "Yes," 0 points for every "Not Yet."

0-15 Fair..... There's a lot more you can do to save energy.
20-35 Good..... You have some good savings, with room for improvement.
40-50 Excellent..... Congratulations on your super energy savings!

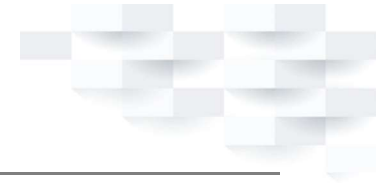


LEVERAGE EXISTING KNOWLEDGE

- Best if same as new build but info not all available and cost higher

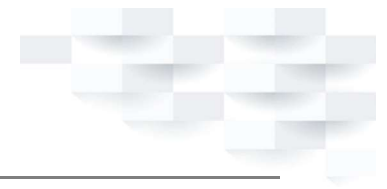


INDUSTRY PERSPECTIVE



- We recommend a simple assessment system that has low cost
 - free from real estate agent or product supplier?
- Allows people to be aware of what is in the home currently
 - ranking system
 - Agents don't like however as can't sell low rankers
 - May need to leave just a list and we can market to consumers what it means
 - ie sample homes with x,y,z are Gold, Silver, Bronze etc.
 - Opportunities for full NatHERS energy rating services for those who want to pay more
 - Present better info to compare star rating

INDUSTRY PERSPECTIVE



We see it as a really positive move from government and support voluntary initially before making it mandatory allowing for much more efficient marketing and therefore uptake

