

Property developer goes for change

Villawood Properties is pushing sustainable development through the launch of its Positive Change program.

Victorian Planning Minister Justin Madden did the honours last week.

Villawood joint executive director Rory Costelloe says the “no-talk, all-action, three-point plan aims to help improve sustainable standards in big and small ways”.

“We have developed initiatives to save forests, provide charitable donations to improve sustainability in hospitals and show people the way to greener living in the home.”

Positive Change was a finalist in the United Nations of Australia Environmental Awards program. The plan incorporates the Villawood enviroStar, Villawood forestStar and the Villawood kidsStar programs.

EnviroStar encourages buyers and builders to build environmentally sustainable houses, aims to reduce carbon emissions and saves at the hip pocket.

The forestStar program focuses on forest preservation. For every square metre of land bought in a Villawood Properties estate, the company will give an equal amount back to the government to aid state forests. The Villawood kidsStar program will

donate \$100 for every lot sold to the Royal Children’s Hospital to go towards its Green Hospital.

Mr Costelloe said the Positive Change program aims to ensure sustainable initiatives are integral to urban development.

“Villawood has been long committed to pursuing innovative ways to engage people in the quest to

Villawood Properties’ Positive Change is an initiative designed to help people live healthier and more sustainable lifestyles and ensure future communities are better places to live

improve their sustainable standards. Now we have taken that process into a whole new dimension.’

“The idea is to provide land for forestry, help children and raise money towards a special innovation for the Royal Children’s Hospital and lead people to see the value and importance of building sustainable homes. It touches on social, health, economic and moral values.”

Villawood Properties demonstrated the program at the Sustainable Living Festival in February.

Details: www.villawoodproperties.com.au