

Case Study Adelaide City Council CitySwitch Green Office program 08/09



Key outcomes:

- Approximately 55,000m² of commercial office tenancy committed
- 17 Signatories engaged
- Council target exceeded by more than double

Background

Adelaide City Council provided a funding allocation within its 2008/09 Business Plan and Budget to support the extension of the City of Sydney's CitySwitch Green Office Program (previously the 3CBDs initiative) into the Adelaide CBD. It is a national tenant energy management program which aims to gain commitment from office tenants to adopt regular energy efficiency ratings with a goal of reducing their overall greenhouse gas emissions.

Sustainable Focus provided contracted program management services to Council to implement the program throughout the 2008/09 financial year.

The program

CitySwitch uses the National Australian Built Environment Rating System (NABERS) energy scheme to provide a structured way to achieve energy efficiency ratings, undertake business improvement programs to improve office energy efficiency and manage costs.

CitySwitch vision

- significantly contribute to a reduction of the greenhouse gas emissions produced by tenants in Australia
- substantially decrease overall electricity demand from tenancies in each participating council business district
- positively influence a widespread market transformation within the tenancy sector with a focus on office energy efficiency

Key tasks

- recruit medium and large office tenants located in the Adelaide City Council area to become Signatories (each Signatory commits to achieving and maintaining minimum 4 stars, or higher, NABERS energy rating);
- advise Signatories on strategies the business can adopt to reduce business costs by improving energy efficiency; and
- assist Signatories to achieve and maintain NABERS energy ratings.

Our approach

Sustainable Focus utilised its extensive networks to approach and engage tenancies to the program. Recruitment involved direct, targeted communication followed by face-to-face meetings to put forward the concept. Tenancies were provided with examples of the benefits of the program and offered ongoing support and direction through the decision-making process, with further meetings as required.

Key contacts

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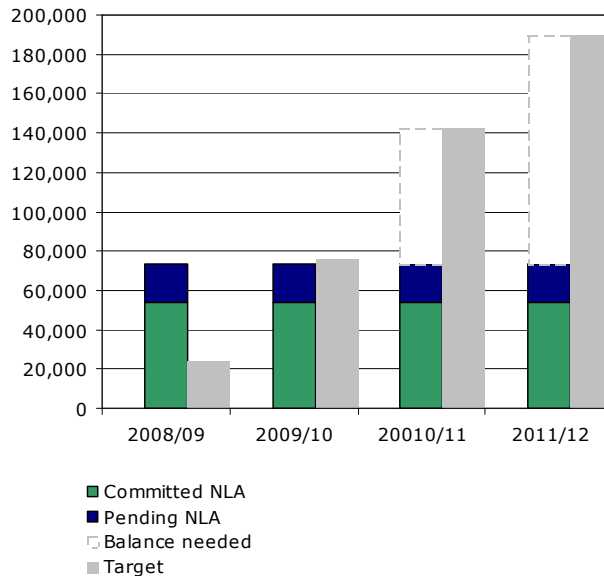
Contracted outputs

By 30 June 2009, businesses occupying a minimum of 2% of the lettable office floorspace in the City are to be committed to becoming Signatories, undertaking regular periodic NABERS ratings and achieving and maintaining 4 star ratings by the end of 2010/11. The figure of 2% equates to a floorspace of 24,000m².

Achievements

The target for 2008/09 of 24,000m² was reached and exceeded with approximately 55,000m² of floorspace committed by the end of the financial year, comprised of 17 Signatories as shown below.

The Signatories included financial institutions, design and construction industry companies, building management firms and government agencies. The committed NLA floor areas varied in size from over 17,000sqm down to 75sqm.



CitySwitch Green Office received considerable media coverage in Adelaide in the first weeks of its public launch. The Right Honourable Lord Mayor Michael Harbison hosted 120 guests at the Adelaide Town Hall to recognise the initial 17 Signatories to the program and to act as an opportunity to showcase CitySwitch to Adelaide's leading City-based businesses.



L to R: Adrian Stokes, Adelaide City Council, Manager Sustainability; Kendal Marsland, Sustainable Focus, CitySwitch Green Office Program Manager; Tim O'Loughlin, Department of Premier & Cabinet, Deputy Chief Executive, Sustainability & Workforce Management; The Right Honourable Lord Mayor Michael Harbison

Sustainable Focus is proud to be managing such an influential project on behalf of Adelaide City Council that effects real change in tenant behaviour and enables ongoing greenhouse gas emission reductions.