

# Residential Ratings for Consumers

Stephen White

February 2016

ENERGY TECHNOLOGY

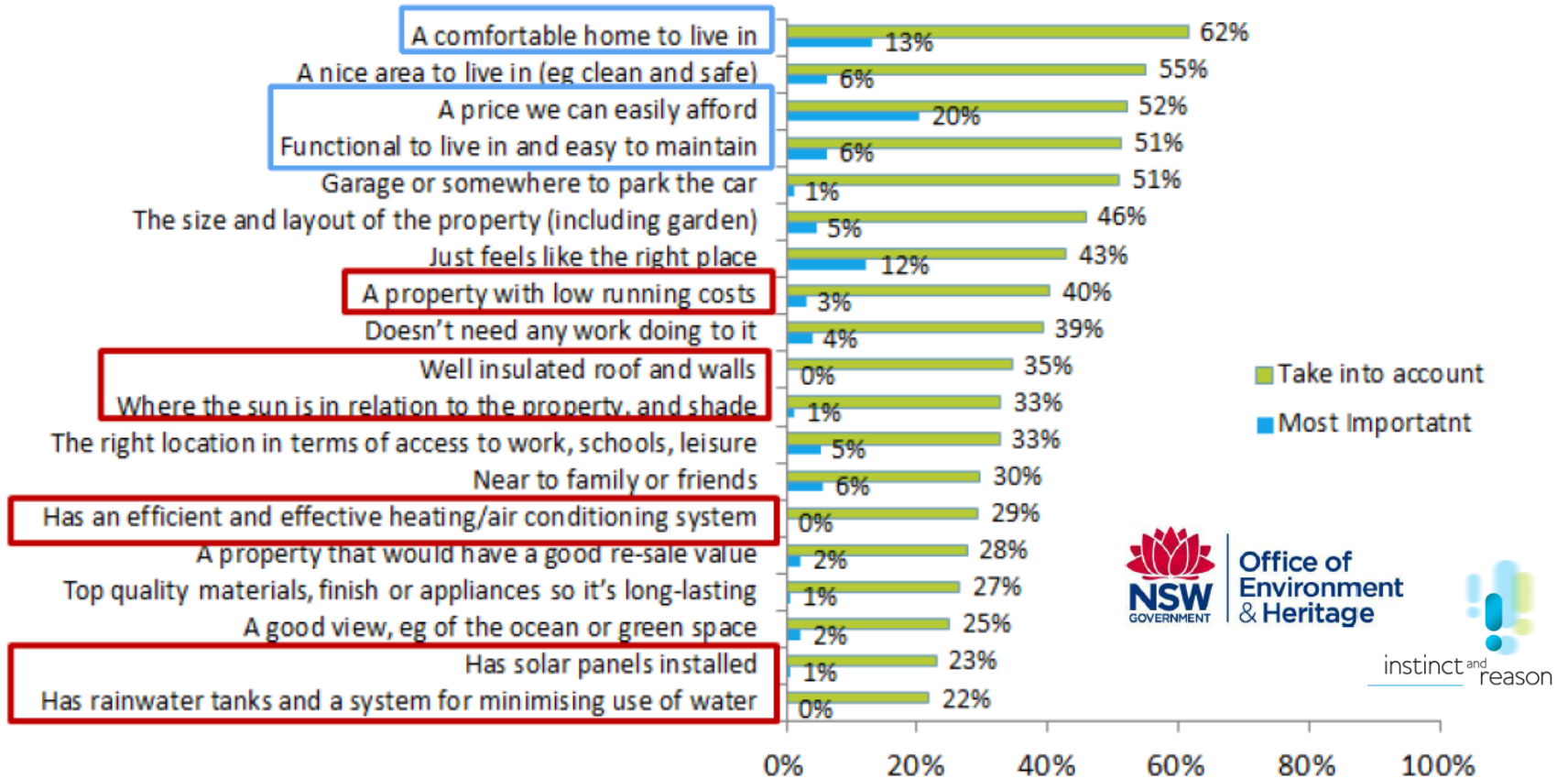
[www.csiro.au](http://www.csiro.au)



# What people want

20 minute online surveys with  
n=954 home owners in NSW

“If you were buying a new home to live in, which of these factors would you take into account when finally deciding which property to buy?”



Office of  
Environment  
& Heritage



instinct and reason

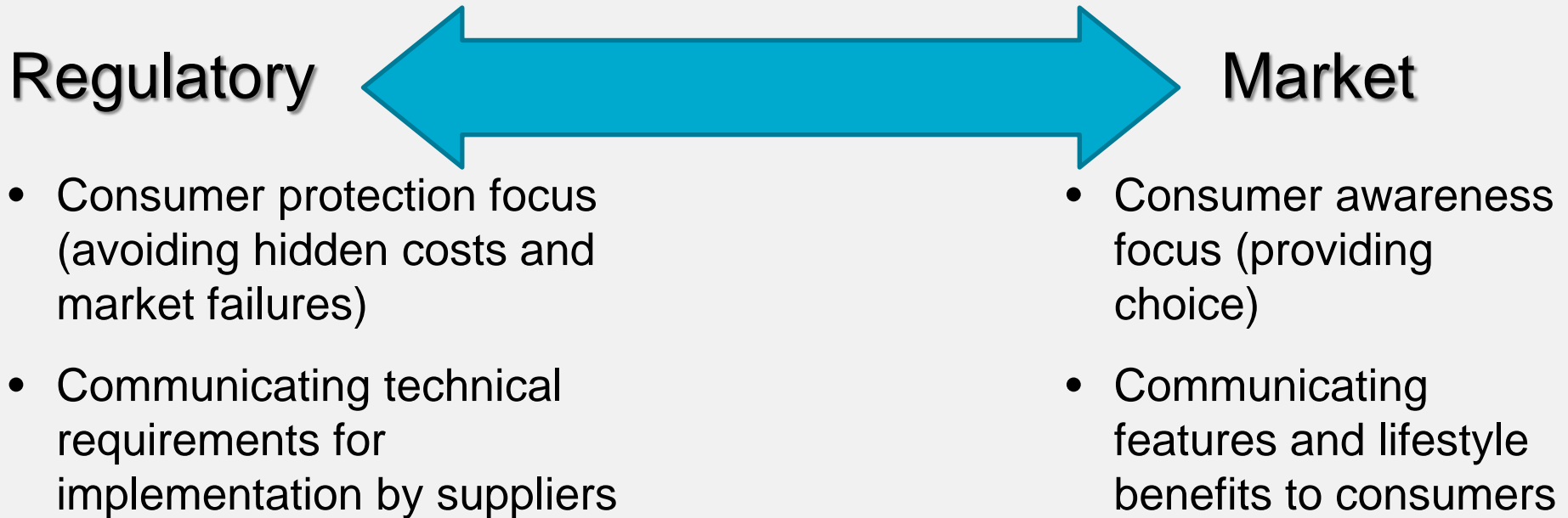


# Does comfort = energy efficiency?

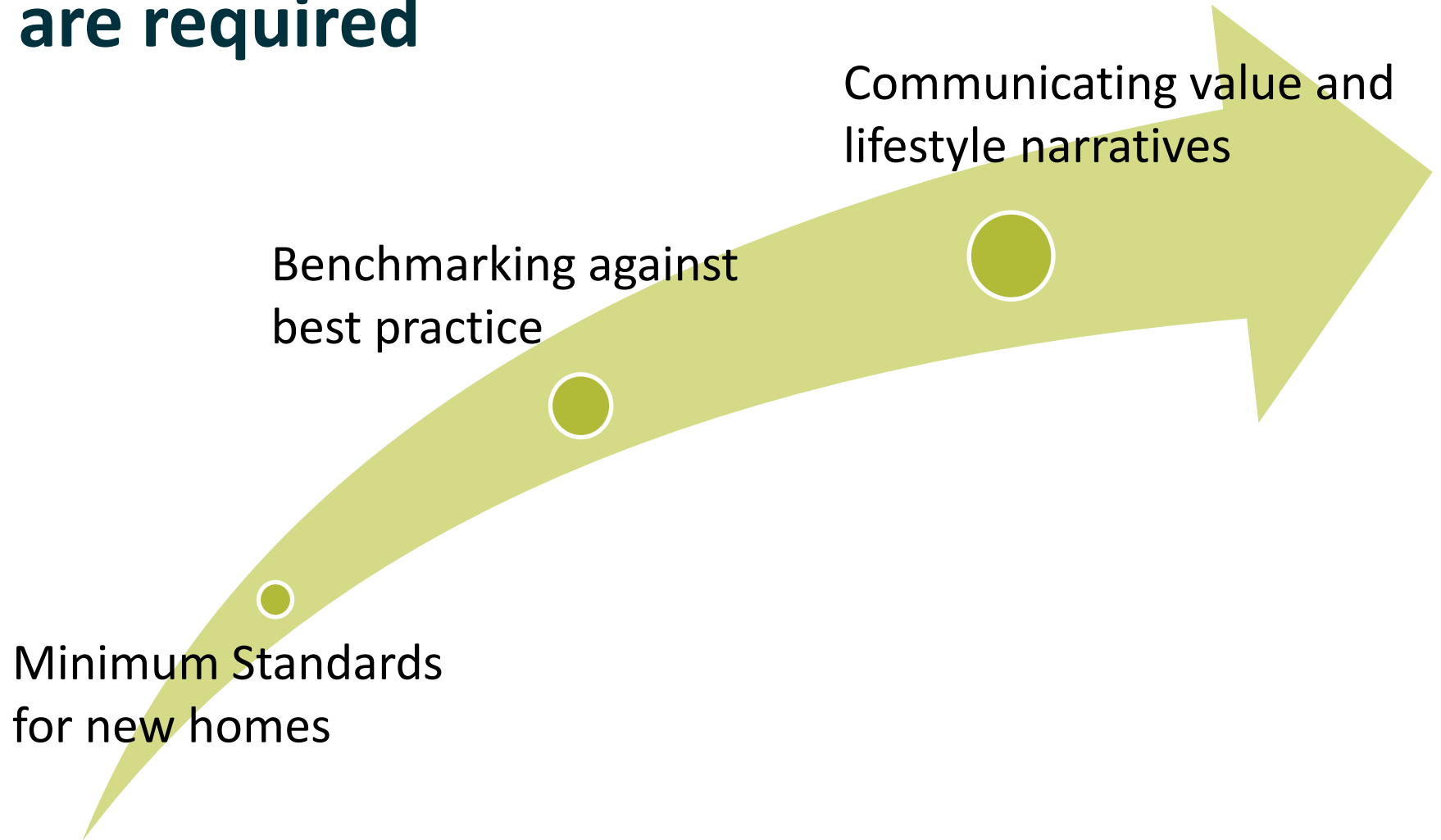


Information on these things is not readily available at point of sale/ lease

# The spectrum of assessment/communication needs



# Three levels of communication/ assessment are required



# First layer (regulating house design)

- Get compliance systems in place
- Complement existing thermal only rating with broader sustainability
- No more new tools please



Minimum Standards  
for new homes

# Flexibility lowers cost

Hence > 70% of Australian houses are designed with NatHERS software

	Less than 5 stars			More than 5 stars		
	Bris	Adel	Melb	Bris	Adel	Melb
External Wall insulation	\$249	\$905	\$925	\$245	\$993	\$1,120
Internal Wall Insulation	\$40	\$244	\$141	\$55	\$350	\$138
Ceiling/Roof Insulation	\$1,718	\$1,727	\$1,718	\$1,669	\$1,748	\$1,942
Single Glazed Windows	\$14,245	\$12,897	\$13,784	\$11,736	\$10,233	\$10,325
Double Glazed Windows	\$350	\$121	\$400	\$0	\$774	\$2,242
External Walls	\$27,510	\$30,679	\$30,250	\$22,933	\$26,765	\$26,407
Total Cost	\$44,113	\$46,575	\$47,217	\$36,638	\$40,864	\$42,173
Difference				-\$7,475	-\$5,711	-\$5,045

# Second level (disclosure)

Benchmarking against  
best practice





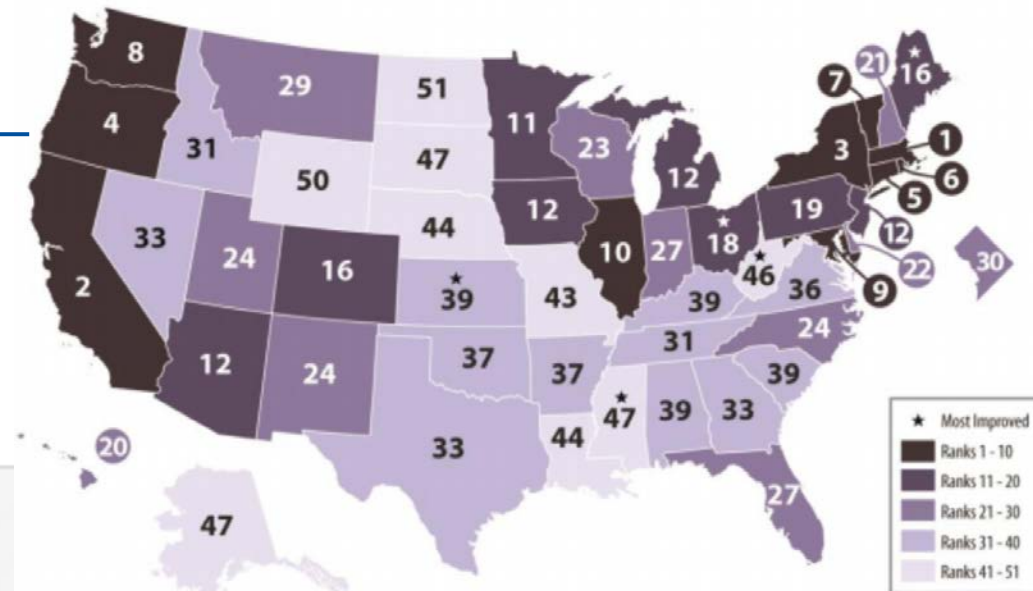
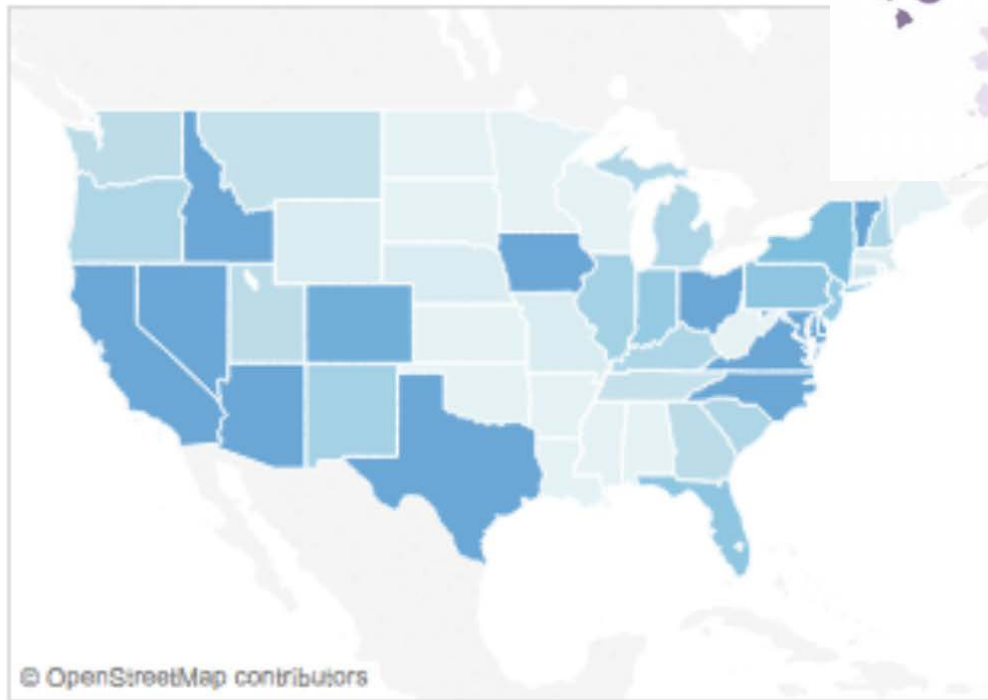
# Direct energy efficiency information is like teaching a dog to read (Eager to please but contrary to nature)

- **92%** would like energy efficiency information as part of sale and lease processes
- **89%** reported that an energy efficient home would be more attractive to buy or rent
- **56%** would be willing to pay for energy efficiency information (44% would pay up to \$250)
- **92%** would like energy efficiency information in building inspection reports, 83% at house inspections and 72% in home sale/rental advertising



# Mainly effective if the policy environment is right

## 2013 Energy Star

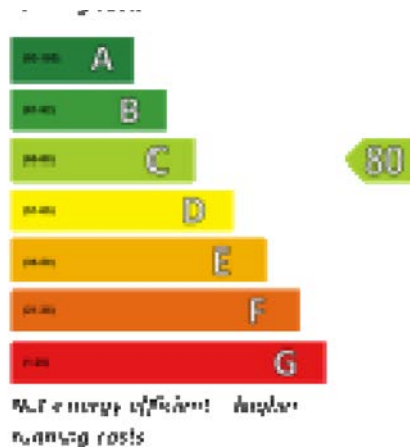


State policy scorecard 2013,  
ACEEE 2013

% market penetration



# Does the imagery matter?



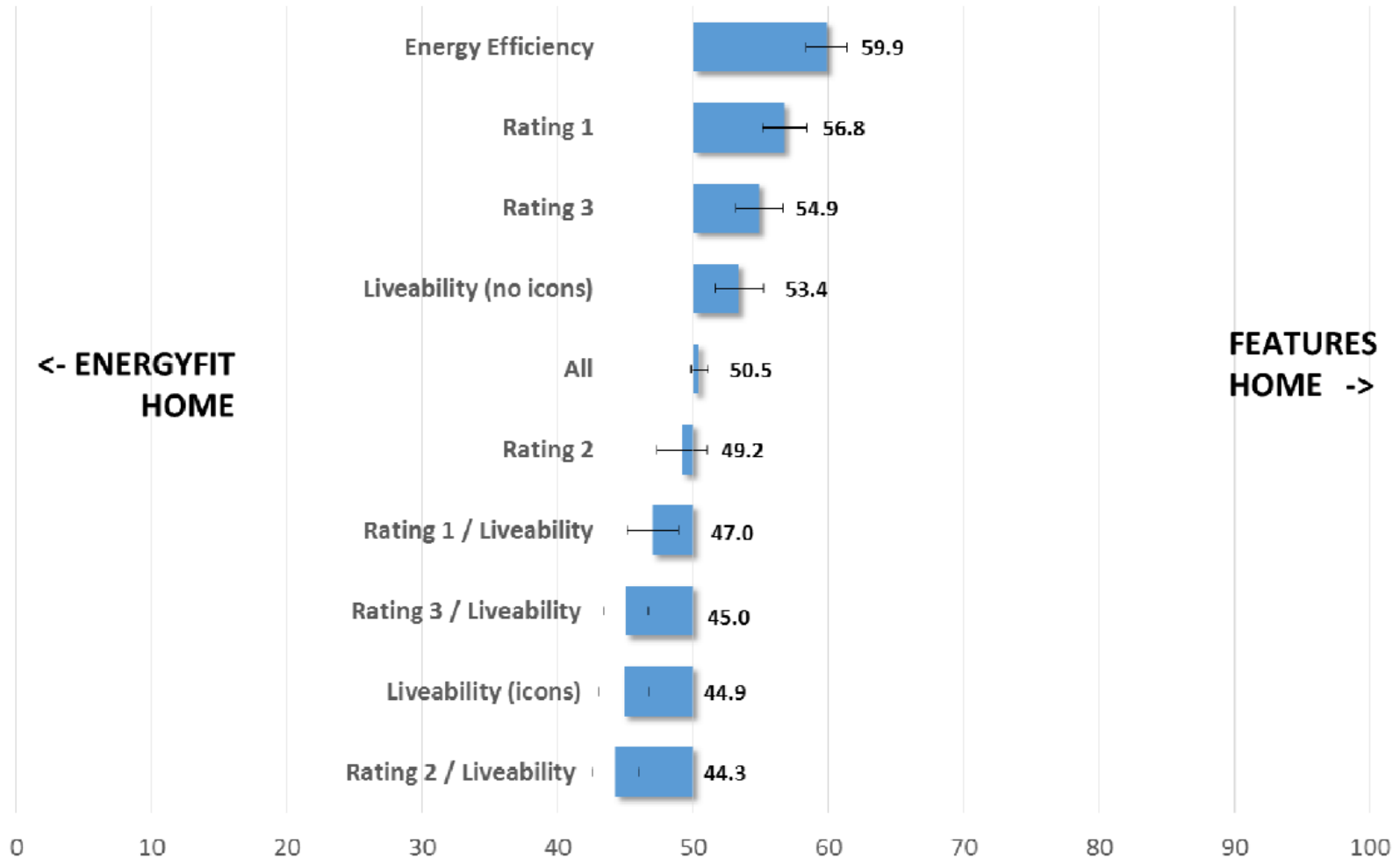
# Messages to go with labels

Message	Agreement	Comments
Has the highest environment standards	14%	
An environmentally friendly place with minimal impact on the environment	27%	Works with people who are environmentally aware
Low running costs	71%	Makes sense to all
Healthy living environment	52%	
Minimises waste of energy and water	38%	
Features		
• Insulation	83%	Tangibility matters
• Orientation to the sun	81%	

Instinct and Reason, 2014

# Which home do you find more appealing?

Comparison 3: Which of these homes do you find more appealing?



# Third level (missing in action?)

Communicating value and  
lifestyle narratives



# NSW Collaborative Sustainable Housing Initiative: The chosen dilemma



How do we **create mainstream demand** for quality homes that are comfortable and healthier to live in, are affordable and have a positive impact on our environment, through the

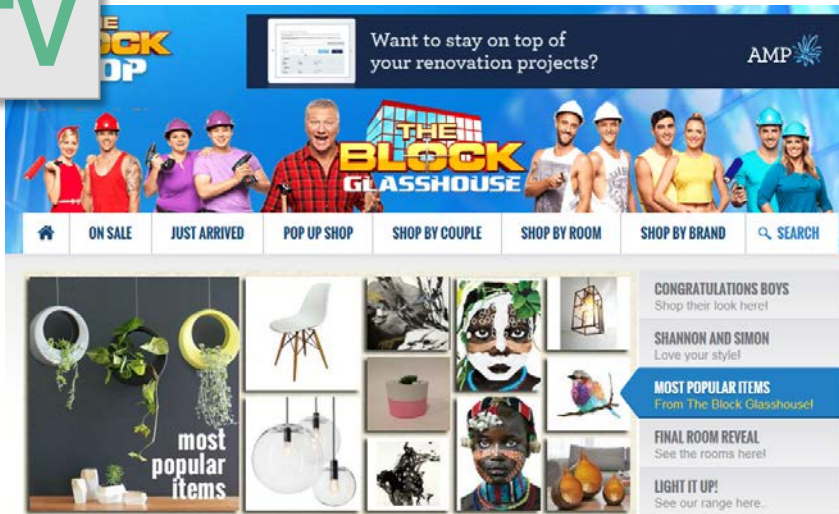
- demonstration of value
- communication of choices
- provision of encouragement / incentives?

↑  
**social**

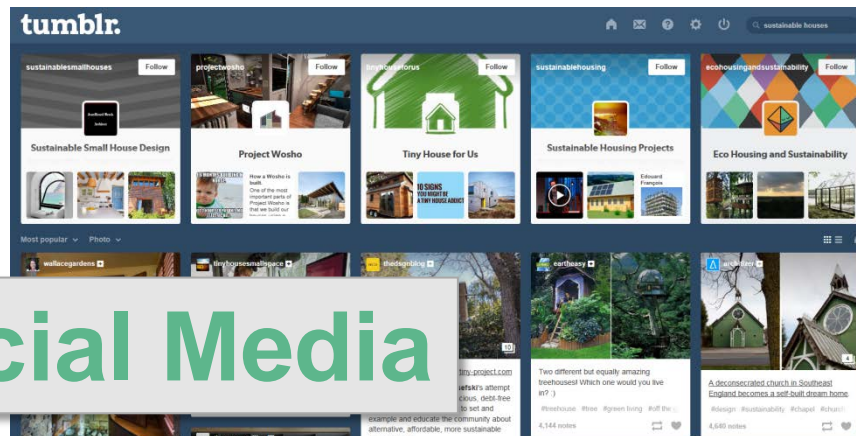


# Tools for creating “mainstream demand”

TV



Source: <https://www.theblockshop.com.au/>



Social Media

Menu

Internet

NEWS TIPS & GUIDES FINAL

HOME > INSPIRATION & IDEAS > INTERIOR DESIGN & ARCHITECTURE > 4 RENOVATION TRENDS FOR 2013

## 4 renovation trends for 2013

by Karina May  
21 JAN 2013

Interior Design & Architecture, Renovating,  
Home Décor

SHARE

f 60  
t 11  
p 5  
g+ 0

### 1. Multipurpose rooms



### 2. Sprucing gardens



### 3. Modernising kitchens



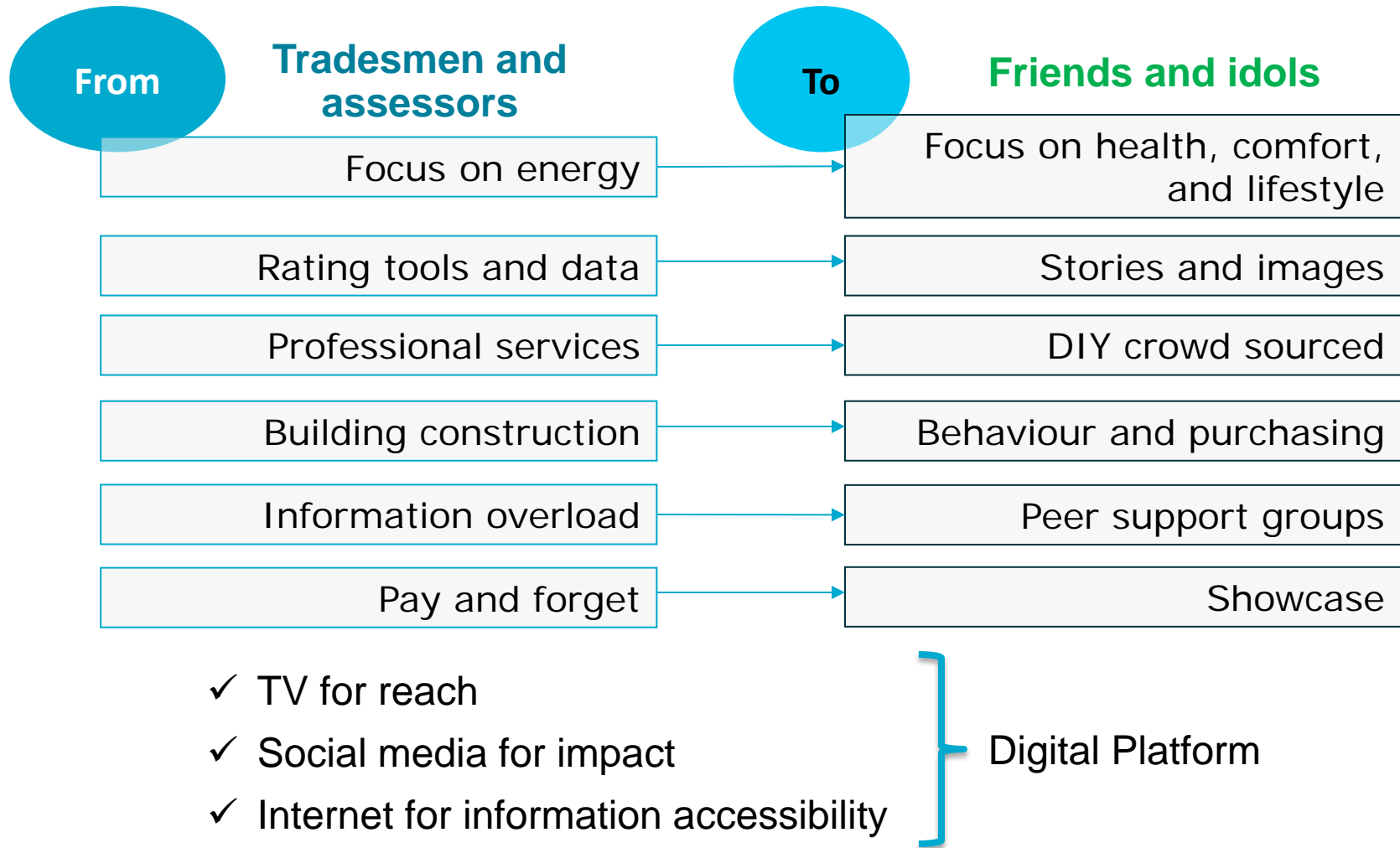
### 4. Colour and prints



Source: [www.realestate.com.au/blog/4-renovation-trends-for-2013/](http://www.realestate.com.au/blog/4-renovation-trends-for-2013/)



# So what are we doing?



# Our solution (coming soon)



Build4Life is a trusted web platform that inspires and enables people to pursue their desired sustainable home and lifestyle.

It provides **a palette of interactive features that allow people to create, learn and connect** with products and services essential to a more comfortable, healthy and affordable home - which also happens to be a sustainable home.

# Products and services

Menu


Menu

Menu



Menu


Menu

## My Buildr Board







"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip"








"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip"








"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip"








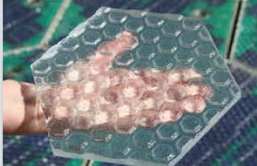
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip"








"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip"






























"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip"




## Related Products










SIGN IN WITH FACEBOOK



Menu


Menu


Menu

Menu

Menu

**asbec**  
AUSTRALIAN SUSTAINABLE  
BUILT ENVIRONMENT COUNCIL


 **LOW CARBON LIVING  
CRC**


 **CSIRO**



# Finding/ talking to people

MenuMenuMenuMenuMenu





send me a message






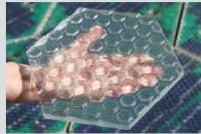
Hi Aaron i was really interested in "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.








Send










## Aaron Reinheart: Renovation power!

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni









1.

MenuMenuMenuMenuMenu

**asbec**  
AUSTRALIAN SUSTAINABLE  
BUILT ENVIRONMENT COUNCIL

 **LOW CARBON LIVING**  
CRC

 **CSIRO**

# A national consistent framework

- Consistent application around the nation
- Consistent from design to construction to resale
  - e-passbook recommended
- Consistent flow of information between technical (for construction industry) and lifestyle (for consumers) information
- Whole of sustainability (and accessibility?)

# Thank you

## Energy Technology

Stephen White

Energy Efficiency Domain Leader

**t** +61 2 4960 6070

**e** [stephen.d.white@csiro.au](mailto:stephen.d.white@csiro.au)

**w** [www.csiro.au/lorem](http://www.csiro.au/lorem)

ENERGY TECHNOLOGY

[www.csiro.au](http://www.csiro.au)

