

Collaborating For Success



Tony Moore
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Christchurch
City Council



My key messages for you:

1. Collaborate to succeed
2. Behaviour change \neq marketing
3. Go online
4. EDA's support HPAs
5. Support industry leaders
6. Change the rules

From this

160,000 quake claims
12,000 red zone homes

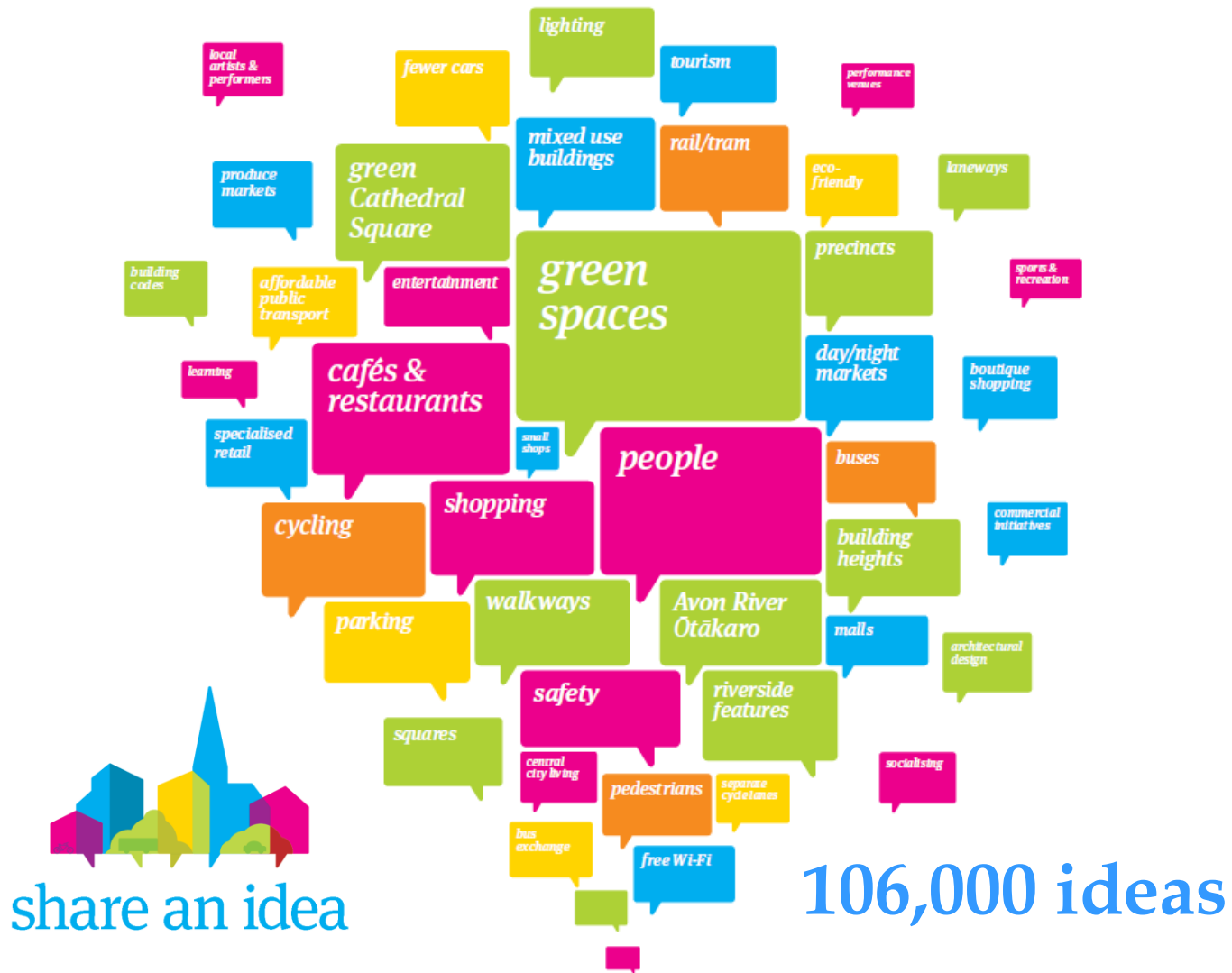


Photo: AP 2011



To this

Chantal and Gregor Healy, Spreydon
Photo: Beacon Pathway 2012



Tool Box of Approaches

Education and advice

Civic leadership

Positive procurement

Exemplars

Incentives

Housing accord

Voluntary standards

Rules and regulations



Canterbury Sustainable Homes Working Party (2010 – 2016)

Accident Compensation Corporation (ACC)
Architectural Designers New Zealand (ADNZ)
Beacon Pathway
Building Research Association of New Zealand (BRANZ)
Christchurch City Council (CCC)
Community Energy Action (CEA)
Community Public Health (CDHB)
Environment Canterbury (Ecan)
Lifetime Designs (Lifemark)
Ministry of Business, Innovation and Employment (MBIE)
New Zealand Green Building Council (NZGBC)
New Zealand Institute of Architects (NZIA)
Selwyn District Council (SDC)
Strategic Energy
Tenants Protection Association Christchurch (TPA)
Waimakariri District Council (WDC)

Need a clear vision and pathway for effective collaboration

Outcomes Results Methods Accountabilities

Why

What

How

Who

Direction for joint planning

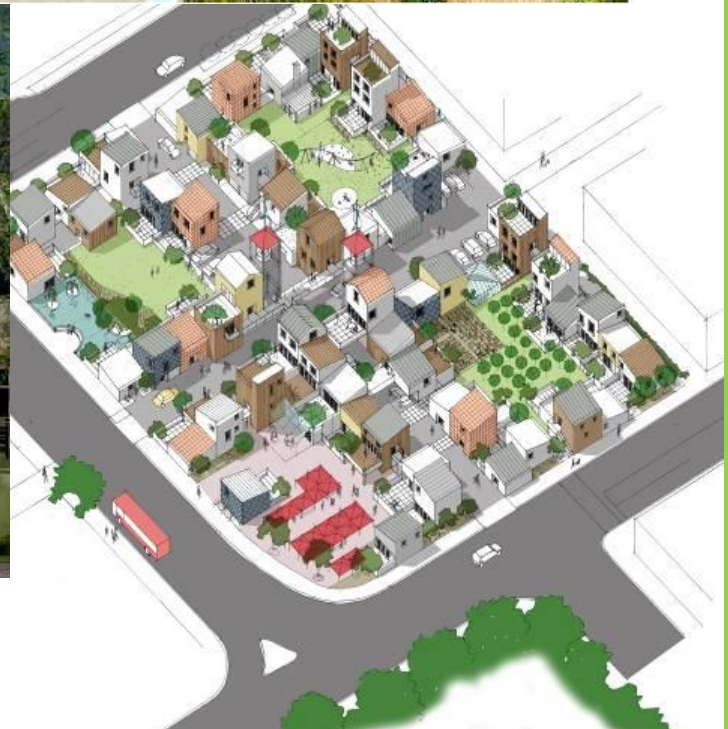


Direction for joint implementation

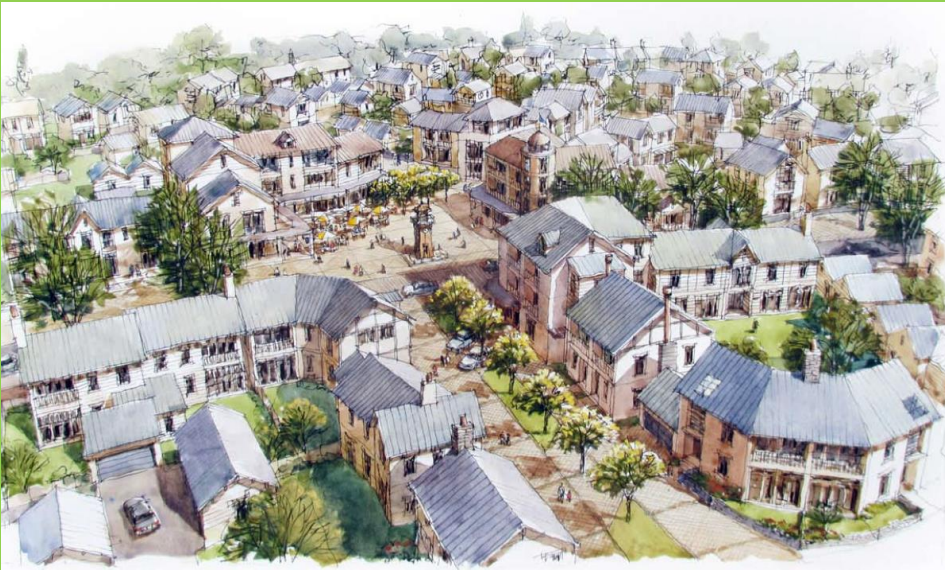


Breathe New Urban Village

showcase a new way of living



Exemplar neighbourhoods

Criteria	Live	Work	Learn	Play	Visit
Liveable					
Affordable					
Sustainable					
Enduring					
Distinctive					
Innovative					
Deliverable					

Meadowlands exemplar development

RULES: Cranford Basin Regeneration Plan

6.3 Goal 2: Residential development promotes sustainability through innovative architecture, low impact exemplar urban design and integration with surrounding communities.

Rules: **Require Homestar certification for all dwellings**

Reason: (To allow informed choices and promote healthy and efficient homes)

Housing Matters – learn, share, connect

Industry workshops, site visits and seminars:

1. Setting the scene
2. High quality medium density
3. Affordable housing
4. Off-site construction
5. Comprehensive development plans (Silver Stream)
6. Strategies to survive the slow down
7. Innovative financing



http://www.beaconpathway.co.nz/further-research/article/housing_matters_a_workshop_series

Group Home Builder Homestar Incentive

Incentive for the top 10 group home building companies

3 FREE Homestar assessments and design advice

- high end home
- mid level home
- affordable home

FREE staff training on efficient design and Homestar

Open every weekend in May

EXEMPLAR

Homes Self-Guided Tour

Ten of Christchurch's most innovative and sustainable homes are now open to the public.

Take this opportunity to see inside some of the greenest homes in New Zealand.

This is a **FREE** tour where you can speak with builders and designers to get great ideas for your home.

For details go to superhome.co.nz

SUPERHOME
movement



Christchurch
City Council



Build Back Smarter service

FREE Guide Building a New Home



For more information, visit:
buildbacksmarter.co.nz



FREE Guide Home Renovation



Book your free, no obligation, home consultation at
buildbacksmarter.co.nz



Certified, friendly team - assess and advise



Key success factors for Build Back Smarter

Free, in-home, expert advice (written and verbal)

Open market tender for services

Home Performance Advisor trained advisors required

Audited to deliver quality and smooth processes

Customer survey – evidence base

Credible brand opened customers doors (CCC, EECA)

Fits into normal business practice (extended free measure and quote)

Marketing methods

1. Flyer within rates demand = 160,000 homes
2. Facebook posts = 20,000 people each boosted post
3. Sponsor of Canterbury Home Show = 15,000 people
4. Telemarketing = 2,000 people
5. School electronic newsletter adverts = 160 schools



Free home improvement advice

Expert advice about:

- ✓ Insulation
- ✓ Ventilation
- ✓ Windows and doors
- ✓ Heating
- ✓ Lighting
- ✓ Draft stopping

Book your free consultation at buildbacksmarter.co.nz

 **BUILD BACK SMARTER**
REPAIR, REHAB, REPAIR

 **CERA**
Canterbury Earthquake
Recovery Authority
Te Kaitiaki Takekai

 **MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HAKAIA WHAKATUPU

 **EECA
energywise**
THE POWER TO SUSTAIN

**Christchurch
City Council** 

*Is your home
cold and damp?*

*Want a warmer,
drier, healthier home
that's cheaper to run?*



buildbacksmarter.co.nz



**Want a warmer,
drier, healthier
home that's
cheaper to run?**



**Book your FREE
healthy home
improvement plan at:**
buildbacksmarter.co.nz



**Free
healthy
home
advice**



*Book your free, no obligation,
home improvement consultation at*
buildbacksmarter.co.nz



Christchurch HOME SHOW

FRI 1 - SUN 3 APRIL
HORNCASTLE ARENA, ADDINGTON

FREE ENTRY!

A free event courtesy of





90% Customer Satisfaction (1,800 homes per year)

Type of home improvement made	Percent of those who made changes
Efficient lighting (switching to LED bulbs)	58%
Insulation (ceiling, underfloor or walls)	48%
Improvements to curtains or rails	41%
Opening windows and doors more frequently	41%
Draft stopping around windows and doors	35%
Ventilation of kitchen or bathroom	34%
Home heating improvements	19%
Adding smoke alarms	19%
Placing a plastic sheet moisture barrier beneath the house	19%
Switched off appliances at the wall	19%
Serviced heatpump	17%
Double glazing windows	16%
Added water efficient showers, taps or appliances	13%
Insulated around hot water pipes or tank	11%
Other	14%

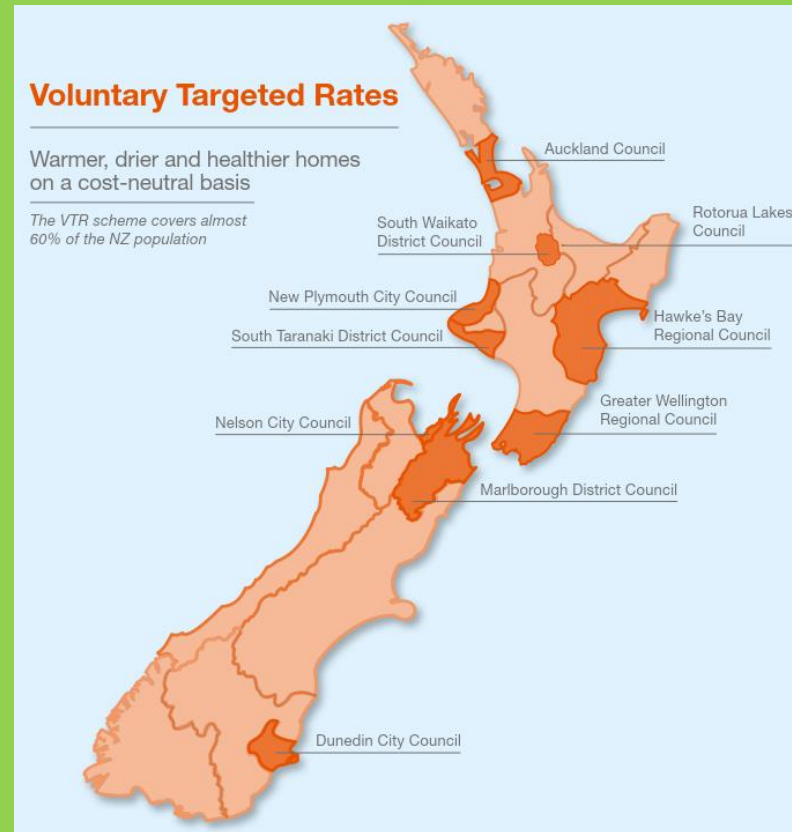
Healthy Homes Canterbury (clean heat #2)

10 year loan
paid back via rates

Max of \$6,000 per home

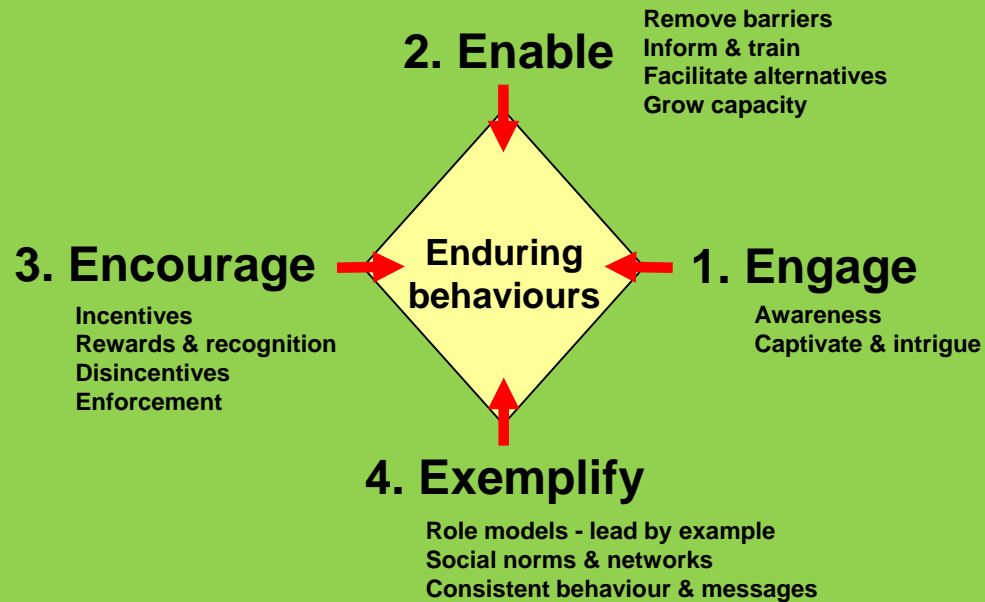
For:

- insulation
- heating
- ventilation



www.ecan.govt.nz/healthier-homes-canterbury-expression-of-interest

Behaviour Change Model



A legacy we can all be proud of



“Don’t let a good disaster go to waste” Christchurch Mayor



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