

## Sale scheme gives land to forestry

# Developer goes the extra mile

By ANTHONY RADFORD

PROPERTY developers and sustainability rarely go hand in hand.

Over the years developers have garnered a bad name and perception as only caring about the urban sprawl, rather than the environment it challenges.

However one local developer is changing all that, and he is doing it on a national scale.

Villawood Properties is focusing more on just the financial rewards of development, and is helping out the cuddly trifecta of the environment, children and the forest.

Under the banner of 'Positive Change', Villawood has created three options for home buyers to feel warm and fuzzy when buying a house.

One plan encourages buyers and builders to build more environmentally-sustainable homes by highlighting how to reduce greenhouse gas emissions when building by making the right choices.

Another option centres

around children. Villawood will donate \$100 for every housing allotment sold to the Royal Children's Hospital to go towards the development of their new green hospital.

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The third program is the most radical and has received nation-wide publicity.

For every square metre of land purchased from Villawood, the company will give the same amount to the state forest.

The company has bought a large amount of land at Kamarooka for that purpose.

Villawood joint executive director and well-known Bendigonian Rory Costelloe said he was proud of the

new programs.

"The idea is to provide land for forestry, help children and raise money towards a very special innovation for the Royal Children's Hospital and lead people to see the value and importance in building more sustainable homes," he said.

"It touches on the social, health, economic and moral values of our community.

"This is about doing more than is required and taking the responsibility to help make going green a reality.

"The fact the United Nations recognised the value of the program so soon in its development and implementation provides not only credibility to the program, but highlights just how important these programs are in society."

Mr Costelloe will be in Bendigo next week for the local launch of Positive Change.

Meteorologist and climate change campaigner Rob Gell will be the guest speaker at the launch, which will be held at The Capital on August 6 from 6pm.



■ GRAND PLAN: Villawood Properties developer Rory Costelloe in native forest in central Victoria.

Photo: DAVID GERAGHTY, THE AUSTRALIAN.