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Matthew Quinn,
MD, Stockland

Background

Stockland is one of Australia's most progressive property investment and development organisations, leading the way in the design, development and management of large scale projects across Australia.

Stockland was founded in 1952 and initially specialised in residential development. Now one of the top 30 ASX listed public companies with a market capitalisation in excess of \$12 billion and total assets of over \$13.7 billion, Stockland is one of Australia's largest, most diversified listed property groups. The Stockland Group includes Retail, Office & Industrial, Residential, Capital Partners, and Stockland Halladale business divisions.

Corporate responsibility and environmental sustainability are high on the agenda for the company. To deliver long-term value, best practice corporate responsibility and sustainability principles are being integrated into all parts of the organisation. “For us, sustainability means more than good environmental stewardship,” says Matthew Quinn, Managing Director of Stockland.

“As Australia's largest diversified property group, we understand the importance of sustainable project delivery and reporting, and work with government and industry to build relevant tools and strategies to measure our impact and improve our performance.”

“In addition, we have an obligation to reduce the environmental footprint of the assets we manage. The increased awareness of climate change allows us to drive efficiencies in our business whilst acting on our wider responsibilities. Our aim is to use good carbon management and sustainable practices as core principles for the way we do business.”

Business scenario and challenge

In April 2007, Stockland relocated to a new head office with a view to improving its sustainability performance and enabling the integration of business units. The sustainability

of the building and tenancy was advanced using tools provided by the 5 Star ABGR (Australian Building Green House Rating) program. Stockland is closely monitoring its environmental performance to achieve 5 Stars by late 2008 with a particular focus on energy consumption.

The innovative design of the new head office has had other benefits and advanced the overall quality of the working environment in many ways:

- A 200% increase in levels of fresh air;
- Access to natural light;
- Use of non-toxic materials. All paints, carpets, sealants and furniture comprise low Volatile Organic Compound (VOC) emission products;
- A completely wireless environment and Voice over Internet Protocol (VoIP) availability;
- An internal staircase connecting nine floors allowing flexible movement through the tenancy.

The new head office plan called for an overall reduction of print and multi-function devices from 140 to less than 40 machines. An in-house change management team was formed to implement strategies to support the transformation, which included the decommissioning of some printers before the move. One of the main challenges was managing change related to employees' print behaviour. It was important to reassure employees that critical business activities and functionality wouldn't be impacted by the printer reduction, and that in fact the new fleet would provide the best solution to run the office with increased ease and productivity.

To meet these business needs as well as its environmental goals, Stockland required an energy-efficient networked multi-function fleet that could manage all document processing requirements, including print, fax, copy and scanning functions, whilst reducing the number of devices installed across nine floors at the new head office.

Business solution

Stockland and Fuji Xerox worked together to identify equipment with low energy consumption (particularly after hours) that could manage the heavy usage required by a large commercial office. Stockland chose to replace existing devices with Fuji Xerox ApeosPort C6550 multi-function machines.

The ApeosPort C6550 is Fuji Xerox's latest colour multi-function device, capable of producing exceptional quality output at unprecedented speeds. The C6550 recently won an Energy Conservation Award from the Energy Conservation Centre in Japan for its energy-saving capabilities, achieving up to 36% reduction in power consumption compared to previous models, which was a factor in Stockland's decision.

Benefits

The Fuji Xerox ApeosPort C6550 is integral in the overall energy plan supporting 5 Star ABGR tenancy rating for the Stockland head office. Achieving this rating required Stockland to fine-tune their office equipment. This involved adjusting lighting and setting up computers and photocopier devices to reduce after hours energy consumption.

The energy management features of the Apeosport 6550 lent themselves to this task. Incorporating two programmable time delay power usage step downs, Stockland was

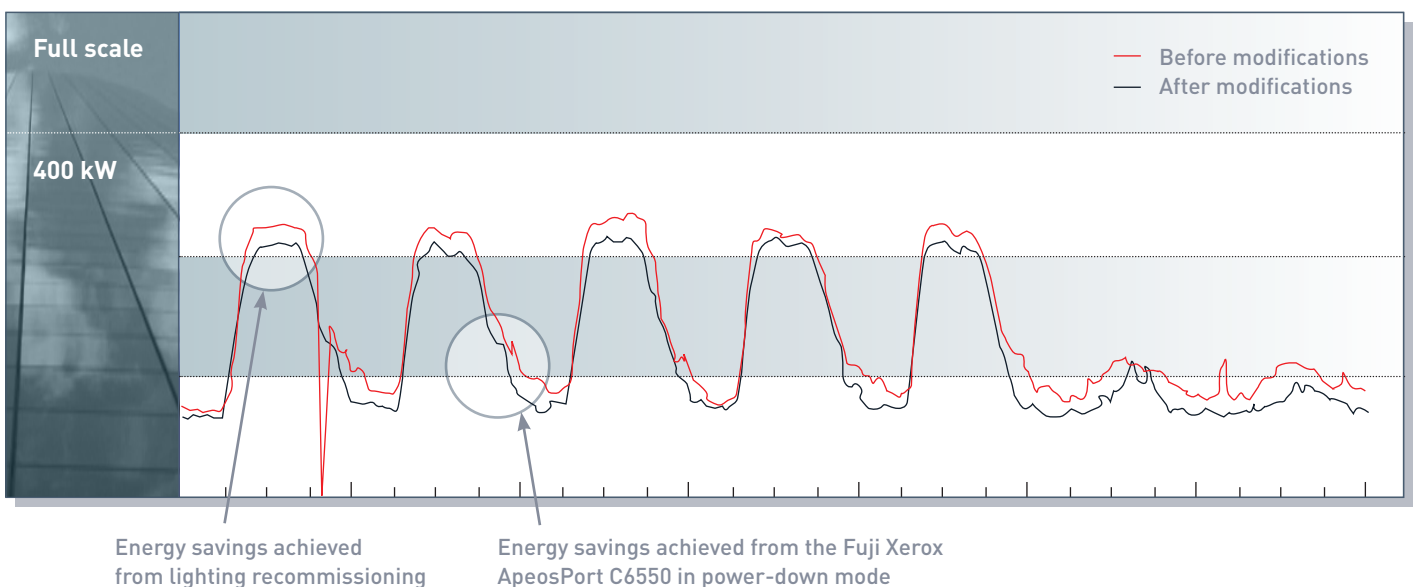
able to adjust the programmable power-down settings of the equipment to ensure the printers went to 'sleep' after 45 minutes. This allowed Stockland to optimise power consumption against usage requirements.

Feedback from employees indicates high levels of satisfaction with the document quality and the increased efficiency of the new devices. In addition, the improvement in functionality including fax, print, scan and copy supports increased productivity and satisfaction levels.

Employees also support the environmental benefits of device consolidation as a strategy to achieve the environmental goals to which Stockland has committed. The existing fleet is approximately 25% of its previous size, which will result in at least a 50% energy saving. An employee sustainability committee continues to identify and implement sustainability initiatives.

The Stockland IT team also welcomes the change to a smaller, more uniform document management fleet and the associated reduction in the cost and complexity of maintaining equipment. Having the same devices installed on each floor has made it easier for IT to centrally manage equipment. The ordering of supplies and consumables has also been significantly streamlined through an online system. ►

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Fuji Xerox and Stockland plan to work together across future projects, including electronic document processing to improve document accessibility, reduce paper use and optimise document processes

In addition, Stockland has switched to environmentally responsible consumables, including Fuji Xerox Australian-made 60% recycled Green Wrap paper. This is used for over 80% of the business's paper requirements.

The client, who is committed to responsible waste disposal, also considered Fuji Xerox performance in recycling and remanufacturing its end of life equipment a benefit. Fuji Xerox products are designed to support recycling, reuse and remanufacturing at end-of-life. Over 99% of resources are recovered from end-of-life products gathered across the Asia Pacific region

at its dedicated recycling centre in Chonburi, Thailand. In Australia, Fuji Xerox have won a UN Global Environment award for achievements in cartridge and parts remanufacture at the state-of-the-art Eco-Manufacturing site in Zetland, New South Wales.

In Fuji Xerox, Stockland has found a business partner that shares similar sustainability values. The two companies plan to work together across other projects in the future, including electronic document processing to improve document accessibility, reduction of paper use and optimisation of document processes. ■

About Fuji Xerox Australia

Fuji Xerox Australia is one of Australia's leading document management technology and services company marketing innovative technologies, products and solutions.

Our mission is to be the unrivalled leader in providing print and electronic document services and solutions, as well as business process expertise to government and business communities.

With more than 12 billion pages produced on Xerox technology in Australia annually, Fuji Xerox has the experience and knowledge to design and implement document solutions for offices, print rooms, commercial printers or publishing environments, with expertise that includes Print Solutions, Software, Managed Services, Consulting and Integrating Services and Supplies.

The company, its management and its staff are driven to create sustainable value for its customers and that is reflected in its commitment to environmental responsibility and continuous improvement across all aspects of the business.

For further information, please visit www.fujixerox.com.au

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Protecting the environment is a fundamental component of our company's commitment to corporate citizenship.

At Fuji Xerox Australia, we supply products that have been designed with both our customers and the environment in mind. As a world leader in the development of parts and components Remanufacturing Programs, we have made Eco Manufacturing an integral part of our business.

All our sites have achieved ISO 14001 Environmental Management System Certification, as a demonstration of our commitment to protecting the environment.