



INDUSTRY LEADERS RESEARCH GROUP

SUSTAINABLE FUTURES

A GUIDE TO SUSTAINABLE COMMUNICATION

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ABOUT THIS GUIDE

Since 2015, the Industry Leaders Research Group (ILRG) has undertaken a complex research program.

Comprised predominantly of qualitative research conducted by an independent, expert researcher (Paul Kennedy of Two Thirds Sky), the program has delivered rich insight into the community's attitudes and sentiments across a range of co-ordinated research topics including **growth**, **affordability**, **sustainability**, and **density**.

By listening directly to the thoughts, views, and preferences of everyday Queenslanders, including potential buyers, the research provides industry

with the tangible insights needed to better engage the community in our shared challenge of accommodating a growing population.

This guide summarises focus group research on community perceptions of sustainability, and offers actionable ideas to address the sustainability knowledge gap and enhance communication of the benefits.



Maison New Farm by Frank Developments

A JOURNEY FORWARD

Sustainability and sustainable living have permeated every corner of people’s lives, politics, business, society, and culture.

In turn, this has heightened community awareness of the issues and behaviours. There is a high demand for more sustainable homes, cities, and spaces, however, the community struggles with translating this desire for sustainability and sustainable living into action, which can lead to a high level of confusion and scepticism about sustainability claims.

From the research undertaken what we know about the community and sustainability is:

AWARENESS

We know that the community has a high level of awareness of the broader issues around sustainability.

LACK OF KNOWLEDGE

The community has a low level of understanding of the real-world application of the key concepts and terms are not widely known or understood.

CONFUSION

There is considerable confusion, scepticism, and inconsistency of sustainability language.



Covella by AVD Property Group

A low level of knowledge, confusion, and scepticism exists across every life stage, from first home buyers to downsizers, and all are calling for more education and answers.

“

We need more education. There are some aspects that are not really marketable at the moment because we don’t know what they mean. Talk about where concrete’s recycled from. Tell us how the recycling works, and show the impacts of those things. Go back to the beginning and help create the demand...”

SUSTAINABILITY KNOWLEDGE GAP

Despite a substantial appetite for sustainability principles in all facets of life, the application at a household level is highly variable and often limited to recycling and reusing.

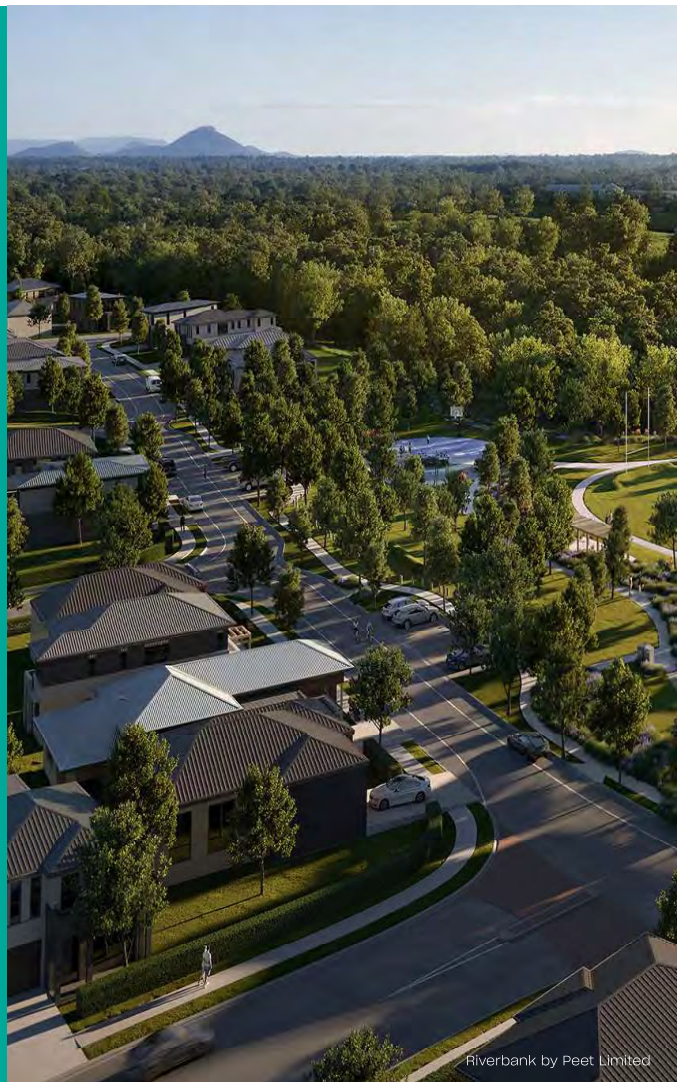
Throughout the research, participants often admitted to choosing comfort and convenience over what they consider to be sustainable behaviour. However, this does not diminish the community's level of awareness about the importance of sustainability.

This disconnect is because of a 'knowledge gap' that connects choices made at the everyday level, to how those decisions connect to a bigger, macro picture.

Closing the knowledge gap is essential to connecting the choices and behaviour of the individual to the wider sustainability impacts for the community, nation, and the planet.

“

I think the more conscious we are of it, the better. Sustainability certainly seems to be a broad term, but I think it's worth embracing as much as you can - based on what you know about it at least.



Riverbank by Peet Limited

SUSTAINABILITY COMMUNICATION

A COMMUNICATION PROBLEM

Effective communication starts with a shared:

- Language
- Understanding
- Meaning

Despite a genuine interest in sustainability, there is a substantial gap between the use of these terms by government and industry, and the community's level of understanding. The community recognises some common sustainability terms, but do not necessarily understand what they mean. The community's response to a range of sustainability terms is included below.

“

I think the word ‘sustainability’ is a very broad term. I think it’s just widely used and a bit of a catchphrase.



Creekwood by AV Jennings