



To engage, inform
& inspire change

Sustainability Education & Consultancy



The journey of a thousand miles begins with a single step – Lao Tzu

CELEBRATING 17+ YEARS IN 2026



WE ARE GREEN GURUS

The Green Gurus™ are a team of specialists who offer unique sustainability services including educational seminars for residents, real estate and property practitioners and the building industry. We offer sustainable housing, energy efficiency and ESG consultancy that benefits people, property and planet.

Green Gurus™ was founded in 2009 by Chiara Pacifici, a sustainability specialist and experienced Perth real estate agent who foresaw a demand for *better quality, more comfortable and affordable homes to buy and lease*, along with a need expressed by fellow real estate agents and property buyers to better understand, value-add and differentiate these high performing homes from others in the market place. That's how it started, but we have now grown to offer a range of services that helps people connect the dots.

Our Mission:

To help people in property become better informed about energy efficiency so that they can take action to improve the liveability, comfort and affordability of their homes.

We inspire and inform households about the long-term sustainability outcomes of *environmentally sustainable design (ESD) and smart retrofits and upgrade opportunities for existing buildings* through education, information seminars, and home energy assessments.

We consult and work closely with local government agencies (Councils) and State and Federal government departments on a *range of sustainability programs*. We help SME's set achievable goals and action plans in collaboration with staff and stakeholders that drive profitable business outcomes whilst reducing their carbon impacts.

We support, align and work towards the United Nations Sustainable Development Goals.





CHIARA PACIFICI | GREEN GURUS™ FOUNDER

Sustainability Consultant. Educator. Licensed Real Estate Agent. Accredited Liveability Specialist.

Green Gurus™ was founded in 2009 by Chiara Pacifici, a Perth real estate agent who could see change coming.

Buyers were beginning to think more carefully about the true cost of running a home, how comfortable it would feel through hot summers and cold winters, whether it included solar power, and how healthy and efficient it would be to live in day to day.

At the same time, many real estate agents were not yet equipped with the language or knowledge to clearly explain and compare these features.

Chiara recognised a gap. Homes with better insulation, smarter design and energy-saving inclusions were often overlooked or undervalued simply because their benefits were not well understood.

Green Gurus™ was created to bridge that gap.

Today, we are a team of sustainability and built-form specialists who help people learn how to create efficient, comfortable and cost-effective homes - and why certain features matter.

We work with councils, real estate professionals, strata communities and businesses to turn sustainability from an abstract concept into practical knowledge people can apply with confidence.

Because when people understand how homes truly perform, they make better decisions - for their finances, their comfort and the environment.

Chiara holds a Masters in Sustainability (Curtin), is a licensed real estate agent (Licensee) and has completed studies at the Curtin University Business School in Property Valuation (Grad Cert Property Investment). She is an accredited trainer (CERT IV.TAE) and Home Sustainability Assessor (HO50032) and has conducted over 100 home energy audits across WA.

Contact Chiara direct: info@greengurus.com.au





OUR COLLABORATORS & KNOWLEDGE PARTNERS

Green Gurus™ are a team of professionals, highly regarded for their knowledge and experience in their particular fields.

SID THOO. RAIA ARCHITECT

Sid Thoo is an award-winning architect and educator with a passion for designing more eco-effective buildings. He works with a diverse mix of private clients, local authorities and property developers to achieve a range of environmentally considered, socially engaging and cost-effective design outcomes in all of the projects in which he is involved. Sid is a vocal advocate for a collaborative approach, actively engaging with all key stakeholders as part of the design process. He is a member of the Australian Institute of Architects and is also a NatHERS accredited assessor. Previously he was part of the Australian Building Codes Board Subject Matter Expert (SME) Network, focusing on residential energy efficiency. Sid has taught at a number of Australian universities and colleges and has been a Clinical Professional Fellow at Curtin University in the School of Design and Built Environment.

EUGENIE STOCKMANN. EDUCATOR. DEVELOPER.

Eugenie is a multi-award winning developer who has been part of delivering Nationally recognised medium density property development in Perth. Specialising in co-operative housing development, Eugenie continues the journey towards a more sustainable community by initiating and managing unique, sustainable and community focused property development projects in Western Australia and shares her knowledge and expertise in this area to inspire others. Eugenie has a Postgraduate Diploma in Sustainability from Murdoch University, focusing on Sustainable Urban and Regional Planning.

RHIANNA WAUGH. STATUTORY URBAN PLANNER.

Rhianna is a highly skilled statutory urban planner with a diverse professional background in both private and public sector planning across Victoria and Western Australia. Her experience at the City of Vincent firmed up a sound knowledge of the inner workings of local government and policy implementation in WA. Rhianna has experience across all development scales but is passionate about achieving greater sustainability outcomes at the low and medium residential scale. Her B.A in Sustainable Development (Murdoch University) was furthered in 2019 through completion of a Masters in Urban Planning and Environment (RMIT, Melbourne). Her thesis analysed opportunities for the Residential Design Codes to improve energy efficiency outcomes in low and medium scale housing in WA.



MALCOLM MACKAY. URBAN DESIGNER. ARCHITECT.

Malcolm is a renowned award-winning Perth urban designer and architect with over 30 years experience in the key areas of architecture, master-planning and town centre design focused on the principles of 'smart growth' and environmentally sensitive development. He has extensive experience in design review, design guidelines, place-making, community engagement and design workshop facilitation. Malcolm has worked with leading property developers and has been a member of the State Government's Development Assessment Panel (JDAPs) and currently sits on number of Design Review Panels (DRP's) for a range of Councils across Western Australia. Malcolm has a particular interest in town center design, the relationship between land use and transport, and the sustainability of places.

SIMON BLACKWELL. URBAN DESIGNER. PLANNER. MA URB.DES. BA SUST.DEV.

Simon is a passionate urbanist with over 15 years of national and international experience in urban design, town planning and sustainable development. Simon heads up the Perth outpost for renowned Melbourne-based sustainability consultancy and boutique apartment developer HIP V. HYPE. As an Associate in the Better Cities and Regions team, he works at the intersection of built environment policy, design, and sustainability. As an educator and subject matter expert, Simon has helped develop course material and facilitated training in sustainable urban development and the WA planning framework. He is an active sustainability advocacy; collaborating with state government, local councils and peak industry bodies to engage, inspire and educate professionals around the benefits of sustainable housing design and development.

ALEX BRUCE. ENGINEER. RENEWABLES.

Alex is a mechanical and sustainable energy engineer with over 25 years experience in delivering commercial sized renewable energy and energy management systems from medium to large scale projects across urban and regional areas of Western Australia. Alex has specifically focused on the built environment from residential to commercial projects consulting to designers, developers and government organisations. He is also a co-founder of eTool® (rebranded Cerclos), a global leader in Life Cycle Assessment. Cerclos provides a "performance based approach" to achieve quantifiable economic and environmental improvements to the design process taking into account embodied and operational carbon impacts.

CORE OFFERINGS

- Sustainability education and accredited CPD training for the Property Industry
- Sustainability programs and Initiatives for Councils, Industry and Business
- Sustainability programs that support sustainable lifestyles for residents
- Sustainability consultation for strata managers and body corporates
- Strategic property marketing services and communications
- Research and development, reports and consumer surveys
- ESD project feasibility and consultation for residential/commercial property development (working with key stakeholders, building partnerships)
- Development of SME Environmental Sustainability Plan; ESG, Carbon Management, Corporate Social Responsibility, Policy Setting & Strategy
- Residential Energy & Carbon Assessment (existing dwellings); NatHERS 'Whole of Home' Star Rating, Life-Cycle Assessment, Magic-Plan



“The Green Gurus™ have been delivering property industry workshops for the City of Vincent since 2012. Working with the Green Gurus has been an incredibly positive experience and the practical outcomes have been encouraging both in terms of participant feedback and a shift towards encouraging more sustainable outcomes for developments within our city”.

Hon John Carey, Former Mayor, City of Vincent



ACHIEVEMENTS

Established in 2009, Green Gurus™ have pioneered sustainability education for real estate and property practitioners in Australia, recognised as the first to engage this vitally important sector on sustainable development and sustainable housing.

Since this time, we have delivered and have been involved in over 200+ industry leading workshops and information seminars to over 3000+ industry practitioners in Perth.

We have received funding for over six separate local government educational events and workshops focused on sustainable development, local government policy supporting ESD (internal staff training), sustainability innovation for the built form and sustainable living opportunities.

We have been commissioned to develop and pioneer new place making and sustainable living educational programs specifically for strata buildings and the vertical community. We have worked for the NSW Office of Environment and Heritage for their NABERS Apartment Building rating program. As their Western Australian lead partner, we have collaborated with a number of strata managers, collecting energy, water and waste data for up to 50 buildings to assist in benchmarking for the future NABERS Apartment Building assessment tool.

We have led research work for the Department of Communities, in collaboration with CSIRO, on a pilot Energy Efficiency Audit for social housing in Esperance using new energy assessment tools. We have also conducted over 100+ sustainability and energy audits for existing homes in Perth and Peel regions.

We have created nine new programs focused on sustainable living, sustainable development and enhanced liveability outcomes for people. We have collaborated to deliver large-scale, flagship events like Perth Eco Fair.

We have consulted to over 30+ local and national property developers/builders; helping them drive real and positive long-lasting change for housing.

We have published longitudinal studies and shared survey data annually to enhance knowledge of demand, trends and sentiment for sustainable development, benefiting other change makers and sustainability practitioners. We have presented at CSIRO Australian Rating Conferences.

We have provided important insights on sustainability infrastructure for strata buildings, which have now been included in regulation, planning policy and Strata Title Reform (Community Title Act and Strata Title Act amendments).

Our team are frequently asked to judge State & National Business Awards including The Banksia Foundation and the Business News RISE Awards.

INDUSTRY COLLABORATION

Green Gurus™ work with multi-disciplinary groups of experts including academics, sustainability consultants, builders and designers, engineers and ecological architects who together help to design and construct more environmentally and economically sustainable buildings. We aim to connect the property industry with these experts to enable change and help improve the long-term sustainability outcomes for residential buildings in WA.

KEY STAKEHOLDERS

Green Gurus™ have worked closely with industry associations, universities, local government authorities (Councils), government departments, State and Federal Ministers, Non-Profit Organisations and Non-Government Organisations.

Partnerships include the Real Estate Institute of Western Australia (REIWA) to deliver these workshops to the industry. The workshops are approved for Continued Professional Development (CPD) points. The Green Building Council of Australia (GBCA) and Property Council have also acknowledge our workshops for members continued professional development.

COUNCILS WE HAVE WORKED WITH

- City of Busselton
- City of Canning
- City of Cockburn
- City of Fremantle
- City of Mandurah
- City of Perth
- City of Vincent
- City of Wanneroo





CONSULTANCY

We consult and work closely with Local Government Agencies (Councils), State and Federal Government departments, Non Profit Organisations and Non Governmental Organisations to help them engage with the property sector on sustainable development and ESD opportunities for housing.

We conduct *energy performance assessments of existing housing stock* using the latest tools to measure, audit and provide thermal performance and life-cycle impacts for existing housing stock. Our work to date includes assessing social housing and government owned assets.

We develop relevant and achievable *Environmental Sustainability Policy & Action Plans for small to medium enterprise (SME's)*, enabling them to start their sustainability journey, achieve operational savings through carbon auditing and management. We help these organisations and business's achieve Corporate Social Responsibility (CSR) outcomes that drive profitable business outcomes whilst reducing their carbon impacts.

We *consult directly with the property sector* including real estate practitioners, property developers, property managers, strata managers as well as builders, urban designers and architecture consultants to help them realise the benefits of sustainability – both in the built form and urban setting.

We love to connect people with other industry experts who can help *optimise the outcomes of environmentally sustainable design (ESD) investment*.

Green Gurus™ are often invited to *deliver workshops, seminars and participate in speaking engagements as key-note presenters* to help inspire, inform and communicate positive change.



EXAMPLES OF OUR WORK

CORPORATE SUSTAINABILITY & ENVIRONMENTAL MANAGEMENT; CARBON MANAGEMENT AND ACTION PLAN 2022-2030

The Real Estate Institute of Western Australia (REIWA) has introduced an environmental and sustainability policy to underpin its core business objectives moving forward. To assist with the development of the policy, goals and action plan, REIWA engaged Green Gurus. “Green Gurus are experts in sustainability, education and consultancy. We are delighted to be able to partner with them to harness their expertise as REIWA shifts to a green future,” REIWA former CEO Mr Pozzi. The REIWA and Green Gurus’ decade long partnership is the first of its kind in Australia, with thousands of WA real estate practitioners better informed and skilled to identify sustainability attributes and their benefits in new and existing homes. We are proud to assist REIWA in achieving their policy commitments, advocacy and real estate training as they continue to support industry and members towards a decarbonised future.



REIWA commits to green future with environmental and sustainability policy

07 April 2022



SOLAR FOR STRATA | CITY OF VINCENT

Since Reforms to the WA Strata Titles Act came into effect (May 2020) and subsequent Sustainability Infrastructure Regulations (Dec 2020) were enacted, installation of sustainability infrastructure (like solar panels) or utility infrastructure on common property within a strata or survey-strata scheme has become easier and simpler.

The Sustainability team at the City of Vincent identified a need to better inform and inspire people living in strata and strata managers who are interested in renewable energy options for strata buildings. Green Gurus provided information about the opportunities, the benefits and legal structures available for strata buildings, and what to look out for when deciding on these options.



Why it's good for people and the planet
Sustainable buildings or high performing buildings are designed for our strata, making them healthier and more comfortable places to live. They also generate electricity through renewable sources, which can save money and reduce emissions.

Benefits for all

- **Reduce electricity costs** for lot owners and the strata company (depending on meter PT system and use).
- **Provide cleaner, cheaper energy** solutions to apartment developments.
- **Improve real estate value**, occupation rates and building (future-ready) building life frame rates (less due to cost savings from renewables).
- **Smart Metered System** informs residents and strata company of energy demand on a daily basis (real time) helping owners manage and make better energy decisions, actively lower energy costs and reduce environmental impact.
- **Meet local planning requirements** for Environmentally Sustainable Design (ESD) and achieve Green Star or Life Cycle Assessment (LCA) stipulated values required.
- **Improve baseline star ratings** like NABERS for Apartment Buildings.

Next Steps – measure to be able to minimize and manage
Understanding your building's energy performance is the very first step to help your strata company make the right decisions.

Embedded networks and infrastructure contracts for power purchase agreements, leases or easements and other forms of governance structure to support smart technology have become easier thanks in part to new regulations in place now.

We recommend starting with an energy audit of the common property areas, including isolation of energy consumption data for those areas over a twelve month period. This will reveal the building's energy demand and areas of high use, which will help to identify the right opportunities to enhance overall performance.

Your strata company can conduct this audit using the National Australian Built Environment Rating System (NABERS) for Apartment Buildings, which is designed to rate building performance and guide improvement and can also track energy performance. For more information go to www.nabers.gov.au/apartment-buildings.

3 ways to adopt solar

1. Strata company installs and becomes an electricity retailer to lot owners/occupiers.
2. Third party installs and sells power to lot owners/occupiers.
3. Individual lot owner/occupier installs for themselves, typically in grouped buildings like townhouses and also with other building blocks.

Understanding which option suits you and the strata company is paramount.



CSIRO AUSTRALIAN RESIDENTIAL ENERGY RATING CONFERENCE 2021

CSIRO asked Liveability Specialist and real estate agent, Chiara Pacifici, to participate in the 2021 Australian Residential Energy Rating Conference. Chiara provided insights into demand and supply of sustainable housing, consumer sentiment and interest in sustainable housing and marketing and communications material that works.



VIRTUAL CONFERENCE SPEAKER

AUSTRALIAN RESIDENTIAL ENERGY RATING CONFERENCE

24-29 Nov 2021



Register to watch my session and other expert speakers at <https://ahd.csiro.au/events/australian-residential-energy-rating-conference/>

DEVELOPMENT OF NABERS FOR APARTMENT BUILDINGS

The National Australian Built Environment Rating Scheme (NABERS) is a government program that provides operational performance ratings for buildings. NABERS ratings use measured and verified building information, such as utility bills, and converts it into a performance rating from one to six stars. Green Gurus™ assisted the NABERS team with data collection for apartment buildings in Western Australia. The new NABERS tool will provide apartment buildings with energy and water ratings that indicate how efficient a building's common areas are compared to other apartment buildings in Australia.



DEVELOPMENT OF COURSE CONTENT AND PRESENTATIONS FOR CURTIN UNIVERSITY BUSINESS SCHOOL

Curtin University Business School (Curtin) asked Green Gurus to develop new material on sustainable building, design and planning policy relevant to Western Australia for third year Curtin University business students. Students were provided with the latest information of local, National and globally significant projects.

“Chiara and the Green Gurus team were exceptional to work with. They developed new material on sustainable building, design and planning policy for third year Curtin University business students and delivered it in a professional and engaging manner. The feedback from the students was excellent and I learnt a lot myself. I would thoroughly recommend Green Gurus to anyone seeking to upskill in the increasingly critical area of sustainability” ~ Steven Rowley | Professor: School of Accounting, Economics and Finance, Director Australian Housing and Urban Research Institute – Curtin Research Centre



SUSTAINABLE BUILDING CHECKLIST, CITY OF CANNING

The City of Canning is committed to helping residents live more sustainably at home and in the community. Green Gurus™ assisted the City with the development of a Build Smart Live Smart Guide which residents can use when building or renovating and living in a home that is energy efficient, water wise, travel smart.



SUSTAINABILITY ROAD MAP FOR CONNECT VICTORIA PARK

Connect Victoria Park engaged Green Gurus™ to provide a range of ideas and suggestions on how Connect Victoria Park can work towards a more sustainable community including energy, building alterations, waste, and landscaping. Analysis also looked at the financial cost and other benefits for each recommendation. The report provided a road map for the sustainability journey of Connect Victoria Park, including the installation of solar power at the center.

LUNCH & LEARN (STAFF PROGRAM)

Green Gurus™ developed and delivered a Sustainability Lunch and Learn series branded ‘A Natural Step’ for the City of Canning. We collaborated with a team of industry experts to ensure content was relevant and meaningful.

This lunch and learn series was customised and linked to the four sustainability principles as per the Framework for Strategic Sustainable Development. This framework is a scientific framework and provides a systematic approach for decision making for sustainability. The program consisted of twelve topics. An additional introduction session was added to the program and delivered in partnership with the City of Canning..

SESSION TOPICS	
• 14th April - My Energy - Home energy use	• 5th May - My Backyard – Permaculture
• 17th April - Moving Me - Sustainable transport	• 8th May - Our Land - Urban form
• 21st April - My Stuff - Ethical consumerism	• 12th May - Our Water - Conserving/Reducing
• 24th April - My Food - What I eat	• 15th May - Our State - Biodiversity in WA
• 28th April - My Body - Personal care products	• 18th May - My Wellness - Meeting my needs
• 1st May - My Space - Sustainable Cleaning	• 22nd May - My Community - Getting involved

"This has been the best course I've attended with valuable insights into sustainable development, not just in urban areas but this information is relevant and applicable to development across infill and greenfield land - highly recommended!" - Todd Brown – Licensee. Elders.

"Good sessions with useful information and discussion, thank you." Workshop participant

"Eugenie and Green Gurus have delivered a fantastic educational experience in our Lunch and Learn sessions. I highly recommend working with them!" Jayne Bryant, Sustainability Coordinator City of Canning



GUEST PRESENTATIONS, OTHER WORKSHOPS & EVENTS

Green Gurus™ works with property developers to educate, engage and inspire sustainable building and living. In addition to our CPD approved courses, we can offer a wide range of workshops and events on this topic.

REAL ESTATE INSTITUTE OF WESTERN AUSTRALIA ~ 2022 REIWA CONNECT CONFERENCE – KEY-NOTE SPEAKER

Chiara Pacifici from Green Gurus was invited to share insights in to the future of housing at the 2022 REIWA Connect Conference. Improvements to design and building construction methods will make our homes more energy efficient. In addition, smart innovative tech like solar, battery storage and the possibility of bi-directional electric vehicles were a topic of discussion. Chiara also invited CSIRO to share insights into how well our homes are performing across Australia, and what Net Zero means in terms of housing. Chiara also invited the Office of the Government Architect to share information on how to achieve good infill development, the release of their ‘Good Home Design: Infill development’ guide and the policies that underpin sustainable planning and development in WA.



STRATA COMMUNITY AUSTRALIA (WA) ~ ENERGY EVOLUTION SEMINAR

In partnership with Strata Communities Australia (WA), Green Gurus™ facilitated a seminar on the topic of ‘Energy Evolution’. This seminar was aimed at SCA members, including strata and property managers. The seminar covered energy basics, the development of NABERS tool for apartment buildings, WA Strata Reform, and renewable energy distribution options. In addition to Green Gurus™, other relevant speakers and panelists were chosen by Green Gurus™ to provide deeper insights into two main industry focus areas: WA Strata Reform and Sustainability Infrastructure.



SCA WA ANNUAL SYMPOSIUM

Green Gurus™ was also invited to speak at the annual symposium on the topics of “Waste Management” and ‘Why Green Buildings make Good Business Sense’. Attendees learn how to embed waste management plans, achieve cost savings and improve the energy efficiency of their building through the latest technologies and sustainable living options. Showcasing the latest trends, successful case studies and options available for lot owners and Council members.



DEVELOPER ENGAGEMENT | MAURAVILLO ESTATE CASE STUDY

Mauravillo Estate engaged Green Gurus™ to facilitate an educational event on sustainable building design. The aim of the event was to educate existing purchasers about adopting sustainable design principles in their new homes, promote Mauravillo to prospective buyers and help build a sustainable community at Mauravillo. The event was held at the South Perth Yacht Club and very well attended. A resource kit was provided with further info and resources for attendees to take home after the event.



SUSTAINABLE BUILDING CONSULTATIONS

The City of Cockburn has developed a range of different information tools for the general public to educate on sustainable buildings with the ultimate aim to encourage a better and more sustainable built form. They have also hosted Green Gurus™ industry education on Sustainable Buildings. Starting in 2017, to help bring these tools and materials to life, the team provides sustainable building consulting sessions as part of the City's Sustainable Living series.

The aim of the consulting sessions is to provide information about sustainable buildings to members of the general public that live in or want to build in the City of Cockburn and provide independent, one on one assistance. These consulting sessions are particularly relevant and timely to those that are in the early stages of thinking about building or renovating.



SUSTAINABLE BUILDING &
DESIGN CONSULTATION

REAL ESTATE TRAINING COURSES

The Green Gurus™ team provide leading industry information seminars and workshops to aid in bridging the knowledge gap that exists between the property sector and energy efficiency.

Our engagement has been commended for its impact on reducing mis-representation and improving disclosure at point of sale and lease. Our real estate workshops are supported by the Real Estate Institute of Western Australia (REIWA) who provide approved Compulsory Professional Development (CPD) points for each of our courses and seminars.



TESTIMONIALS

"I found this information very valuable. For me, it was the best presentation of the day providing lasting value. I can see how a Liveability report fits into the marketing mix for selling and buyer's agents and with people who prepare property reports for a living" ~ Peter Fletcher | Managing Director, Rezzi

"Clearly, education of the wider public is critical to the process of improving the design features of houses and changing lifestyles to reduce the carbon footprint within the urban environment. I am not sure that real estate agents are going to be the best, or even adequate messengers but they certainly need to be better informed than they are" ~ Participant

"I believe that in our duty of care and professional responsibility, we as agents/managers are going to have to be far better informed about sustainability measures for housing and far more capable of talking to buyers and sellers about the respective merits (or not) of the properties that are sold or bought" ~ Real Estate Agent

"This has been the best CPD course I've attended with valuable insights into sustainable development, not just in inner urban areas but information is relevant and applicable to development across infill and greenfield land – highly recommended!" ~ Todd Brown | Licensee, Elders.

"Within my current position as property manager, I have had a number of comments and complaints from tenants wanting more efficient air conditioners/ hot water systems and insulation" ~ Participant

"Our development firm has been on a journey to embrace the green revolution. This has fast becoming a major strategic initiative for our group. Chiara is the ultimate professional and seamlessly bridges the gap between the theory and what our clients understand. We consider Chiara and the Green Gurus™ as part of our strategic team going forward and are giving us a significant competitive edge in the market place. We would unreservedly recommend the Green Gurus™" ~ Mike Enslin, CEO

"Buyers are now far more selective and points of difference far more important. Additionally, we are dealing with buyers that are more informed – they know a lot more" ~ Participant



CONTACT US

ABN: 20 656 345 011

Web: www.greengurus.com.au

Email: info@greengurus.com.au

Chiara Pacifici: +61 0419 953 079

Address: PO Box 1366, West Perth, WA 6872

