



LOW CARBON LIVING  
CRC

# RP3039: Liveability Real Estate Framework training and professional development Final Report



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The CRCLCL recognises the value of knowledge exchange and the importance of objective peer review. It is committed to encouraging and supporting its research teams in this regard.

The author(s) confirm(s) that this document has been reviewed and approved by the project's steering committee and by its program leader. These reviewers evaluated its:

- originality
- methodology
- rigour
- compliance with ethical guidelines
- conclusions against results
- conformity with the principles of the [Australian Code for the Responsible Conduct of Research](#) (NHMRC 2007),

and provided constructive feedback which was considered and addressed by the author(s).

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## Acronyms

CRCLCL Collaborative Research Centre for Low Carbon Living

NSW New South Wales

TAFE (College of) Technical And Further Education

## Executive Summary

This project, RP3039, sought to adapt the existing Liveability Real Estate Framework to develop an online “real estate knowledge” handbook for ‘moderators’ of the website developed in CRCLCL project RP3029e1 and an online Liveability Real Estate Specialist training course suitable for TAFE Sydney Students studying for qualifications in property services (real estate).

The Liveability Real Estate training offers a way of teaching the basics of how to recognise and improve the sustainability performance of residential housing and converts this into “features based” knowledge (17 Liveability Features) suitable for the property marketing industry. The project team engaged with TAFE Sydney, TAFE NSW, project staff of RP3029e1, students and real estate professionals to create an online course to meet their needs.

The online manual for Moderators is available via link and is subject to copyright is available on request

The pilot online course is hosted in the Moodle environment by CSIRO and will remain available for use by relevant stakeholders after the close of the project on request.

## Introduction

The Liveability Real Estate Framework is a revolutionary communication framework that enables real estate agents to identify and promote sustainability features at the point of sale and lease. This Banksia award-winning framework has the potential to drive the value proposition for low carbon living with home buyers and renovators.

Real estate agents are already being trained in the 17 Things™ Appraisal Checklist (Liveability Proptech) and customer profiles.

The framework includes a consumer engagement campaign called “the 17 Things” which can be utilised to motivate and engage renovators to adding sustainability features into their renovation plans. This provides opportunities for engagement for all touchpoints within real estate; within and between the buying, renting, renovating and selling moments.

The RP3039 project aimed to further build the impact of this industry initiative by (i) developing stand-alone online ‘residential property marketing’ modules that can be incorporated into existing real estate, design and construction assessment and (ii) by scaling public awareness through the CRC’s Lifestyle Narratives (IP#7) mass media dissemination projects.

Even though numerous resources have been spent designing homes and precincts of the future, few resources have been committed to embracing the challenge of how to sell these homes. Real estate agents are key influencers in driving a market in sustainable homes (Reardon 2004), yet to date there has been little dialogue between the real estate industry and the sustainable housing industry. Further, the language of sustainability has become too complex and confusing for consumers, and there is a lack of a consistent message across the supply chain from design, to build, to renovate, to sell. This project sought to the develop online training modules on how to market sustainability features in residential real estate and how value propositions are created in residential property marketing in order to build shared understanding between the real estate and sustainable housing industries and create a consistent and unified sustainability message for consumers.

TAFE Sydney, the CSIRO and Weldonco were the key project delivery partners. The primary output of the project, an online training course, was designed to be offered as a non-essential unit of study which is complementary to existing TAFE real estate courses.

## Research Objectives

This project aimed to further build the impact of this industry initiative with two objectives:

1. Develop stand-alone online 'residential property marketing' modules that can be incorporated into existing real estate, design and construction assessment courses in partnership with CRC TAFE partners.  
These modules were to include training for real estate agents, builders and designers about the Liveability Real Estate Framework and how relevant sustainability property features are recognised and marketed at point of sale or lease in residential real estate. This addresses the need for integration of a consistent low carbon message across industries within the built environment sector in order to enhance and drive their value proposition.
2. Develop and deliver training for National Conversation (RP3029 and RP3029e1) Project Moderators.  
The course will develop and online handbook to inform Moderators on how 'value propositions' are created in property marketing, and how the low carbon value proposition is delivered to those wishing to buy, sell, rent or invest and those wishing to capitalise on their property through renovations. The course will leverage existing aspirational/positive communication messaging from the Liveability Framework and train moderators in how and when to direct consumers to the Liveability 'ecosystem' (which encompasses the trained Liveability Real Estate specialist sale agents and construction industry professionals (see objective 1). It also ensures that moderators understand the correctly language to use when asked questions about the impact of sustainable features on a property's value in the market.

## Methodology

A steering committee comprising representatives of Weldonco, the CSIRO, the CRCLCL and TAFE (first Sydney and later NSW) oversaw the project. The project program followed the broad steps described below:

1. Needs analysis
  - a. Conduct preliminary research on existing TAFE student training pathways and needs
  - b. Conduct stakeholder consultation with TAFE and key industry groups
  - c. Interview RP3029e1 key personnel to determine needs
2. Develop training modules
  - a. Develop course outline and course objectives
  - b. Develop training materials (manual, slides, assessments etc)
  - c. Develop facilitator guide
3. Pilot and refine training modules

## Needs Analysis

### RP3029e1

Interviews were conducted with key project staff from RP3029e1. That project, which sought to develop an online platform business delivering sustainability information to renovators, was in an early stage of development. At the time of interview the project manager and one 'renovation planner' were the sole equivalents of employees. It was determined that both would complete face-to-face Liveability Real Estate training to determine the fit of the existing training to the needs of future facilitators (by the time of interview re-named 'renovation planners').

The training was delivered at two sessions in the first quarter of 2018. Feedback was gathered from attendees to the effect that;

- The training was broadly applicable to the role of a renovation planner
- The content of the course was a fresh, new approach to communicating the renovation opportunities and the 17 Liveability Features were accessible to a renovation planner and easy to apply with no prior specialist building performance knowledge.
- To be useful to the business arising from RP3029e1 the information would be delivered in the form of an online handbook which could be pre-reading for moderators and an ongoing reference document during calls.

### TAFE Sydney/NSW

In 2018 TAFE Sydney, the original CRCLCL participant was subsumed into TAFE NSW in a merger that combines all of the TAFE's in New South Wales into a single entity. The restructure also involved centralising services which had previously been managed by the individual TAFE's. Among these services were course planning and digital services, both critical inputs into this project.

Unfortunately, the restructure made it very difficult to obtain detailed digital design specifications and course delivery dates/locations despite the efforts of all involved

The TAFE learning pathway for real estate agents was investigated and is described below. It was envisaged that the training developed in the course of RP3039 would be added to or appended to the existing real estate qualification in NSW.

### Real estate agent training pathway and licensing requirements (NSW) 2018

Under the *Property, Stock and Business Agents Act (2002)* all real estate agents in NSW must hold a licence or certificate of registration.

To obtain the required qualifications for the property services industry, applicants for a licence or certificate need to undertake competency-based training.

A person has the qualifications required for the issue of a real estate agent's licence if a registered training organisation has issued the person with a CPP40307 Certificate IV in Property Services (Real Estate) demonstrating competency in the required units.

A person has the qualifications required for the issue of a certificate of registration as a real estate salesperson if a registered training organisation has issued the person with a statement of attainment demonstrating competency in the required units.

There is an ongoing CPD requirement of 12 points a per year in any topic to maintain a qualification as a real estate agent.

### Reforms to real estate licensing in NSW

At the time of investigation in 2018 reforms were proposed to real estate licencing in NSW.

The reforms proposed that agents must hold a Certificate of Registration for a minimum of 12 months before they can transition to a licence (within a maximum period of 4 years). Agents would be able to work full time with a Certificate of Registration but would not be able to enter into any consumer agreement. It was unclear whether these new requirements would add to or subtract from demand for the proposed training (which could have been delivered as CPD training for licenced agents).

### Existing TAFE courses for real estate

In 2018 TAFE offered the Statement of Attainment in Property Services, the qualification required to get a certificate of registration. Table 1 details the institutions offering the training and the delivery method. A combination of online and in person training was offered.

Table 1 TAFE real estate course delivery 2018

Course	Campus	Delivery	Hours	Cost	Audience	Link
Statement of Attainment in Property Services (Real Estate Salesperson) - Licensing related	Gosford	Online - up to 9 weeks	105	\$350	Real Estate	<a href="https://www.tafensw.edu.au/offering/563-17677V03-17GOS-997/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)">https://www.tafensw.edu.au/offering/563-17677V03-17GOS-997/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)</a>

Statement of Attainment in Property Services (Real Estate Salesperson ) - Licensing related	Meadowbank	Full Time - 1 week	35	\$650.00	Real Estate	<a href="https://www.tafensw.edu.au/offering/563-17677V02-17MBK-217/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)">https://www.tafensw.edu.au/offering/563-17677V02-17MBK-217/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)</a>
Statement of Attainment in Property Services (Real Estate Salesperson ) - Licensing related	Newcastle	Online - up to 9 weeks	105	\$350.00	Real Estate	<a href="https://www.tafensw.edu.au/offering/563-17677V03-17NEW-997/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)">https://www.tafensw.edu.au/offering/563-17677V03-17NEW-997/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)</a>
Statement of Attainment in Property Services (Real Estate Salesperson ) - Licensing related	Northern Beaches	P/Time - 7 hours/week x 3 weeks	21	\$650.00	Real Estate	<a href="https://www.tafensw.edu.au/offering/563-17677V03-17NBC-214/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)">https://www.tafensw.edu.au/offering/563-17677V03-17NBC-214/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)</a>
Statement of Attainment in Property Services (Real Estate Salesperson ) - Licensing related	Maitland	Online - up to 9 weeks	105	\$350.00	Real Estate	<a href="https://www.tafensw.edu.au/offering/563-17677V03-17MAI-997/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)">https://www.tafensw.edu.au/offering/563-17677V03-17MAI-997/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)</a>
Statement of Attainment in Property Services (Real Estate Salesperson ) - Licensing related	OTEN	Online		\$997	Real Estate	<a href="https://oten.tafensw.edu.au/course/property-services-real-estate-salesperson-statement-of-attainment/">https://oten.tafensw.edu.au/course/property-services-real-estate-salesperson-statement-of-attainment/</a>
Statement of Attainment in Property Services (Real Estate Salesperson ) - Licensing related	TAFE NOW Online Learning	Online - 1 Semester	105	\$550	Real Estate	<a href="https://www.tafensw.edu.au/offering/563-17677V03-17NCO-017/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)">https://www.tafensw.edu.au/offering/563-17677V03-17NCO-017/Statement-of-Attainment-in-Property-Services-(Real-Estate-Salesperson)</a>

TAFE Plus Statement in CPD 4	Tamworth	Online (Adobe Connect)	2	\$50	Builders	<a href="https://www.tafensw.edu.au/offering/163-28567V01-17TAM-050/TAFE-Plus-Statement-in-CPD-4">https://www.tafensw.edu.au/offering/163-28567V01-17TAM-050/TAFE-Plus-Statement-in-CPD-4</a>
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## TAFE Engagement

Weldonco and the steering committee members engaged with a number of departments within STAFE Sydney (initially) and TAFE NSW. The primary aim was to obtain digital content delivery specifications however these were not available due to the restructure. A secondary aim was to survey students enrolled in the current real estate course to gauge their preferences for online delivery of training.

In late 2018 Weldonco TAFE NSW facilitated access to a cohort of students completing their real estate agent training.

The survey was delivered by TAFE NSW to 30 of its enrolled students in August 2018. Of the 30, only 5 completed the survey. The survey was delivered online and the questions used can be found in Appendix 1 and the results are summaries in Appendix 2.

Although the numbers of students completing the survey was disappointing it was not possible to return to TAFE to survey another cohort until February 2019 which was considered too late to meet the project timelines.

## Course Development

The online course was developed between September 2018 and June 2019, based on the feedback obtained from TAFE and from real estate students. It was created and hosted in the 'Moodle' learning management system environment by CSIRO. Moodle is used by TAFE throughout Australia and so that environment was deemed to be the most likely to be integrated into future TAFE courses.

## Review of online course

Although time was extremely limited the project team tested the online course with 3 students. One a real estate agent and two who had worked in the real estate sector but were not current licenced or certified. All three reviewers undertook the online course (8 hours duration) and provided feedback to the project team. This feedback is summarised in Appendix 3.

## Conclusion

Although gathering inputs into the design of an online course for real estate agents was hindered by the restructure of TAFE NSW and the emergence of a centrally located TAFE digital portal for online courses at a critical points in the project, a pilot online course was finally delivered in a format which can be integrated into the TAFE curriculum at a later date. Feedback from students was positive.

More field research is required to determine whether the course can be improved or better targeted towards TAFE students of real estate or to the renovation planners arising out of project RP3029e1. That project is expected to launch as a commercial enterprise in late 2019 and CSIRO will continue to engage with the commercial owner of the platform and with TAFE to ensure best use of the outputs of RP3039.

# References

Reardon, C 2004, The diffusion of sustainable practices within the Australian housing industry: implications for future change management, Ph.D thesis, University of Technology, Sydney. Institute for Sustainable Futures.