
Strategic Directions Group

Sustainability Statement – 2010

Strategic Directions willingly accepts its corporate responsibility to promote sustainability in the community and is dedicated to identifying and implementing environmental reforms as part of the Company's continued success.

To help achieve this, the Company's Head Office is located in a 5 STAR Green Rated Building at Springfield in Queensland, and it also maintains a "work from home policy", in order to minimise unnecessary travel for staff and the associated use of motor vehicles. We are committed to making reductions wherever practical in our consumption of energy, in the output of high carbon emissions, in the use of non-renewable fossil fuels, and the excessive use of environmentally toxic materials.

In particular, Strategic Directions undertakes to incorporate alternate energy and renewable energy solutions wherever practicable, in the design, planning and development of data centre facilities. The Company is already committed to including such alternatives, where possible, through its strategy of continuous improvement and its research into renewable energy power options for data centres. Strategic Directions recognises that data centres are one of the heaviest industrial consumers of power per capita, in the world – and accordingly the company aims to be a leader in the design, planning and development of data centres that are powered by renewable energy power sources with the lowest possible carbon footprint.

To help achieve this, Strategic Directions works closely with organisations such as Veolia (www.veolia.com.au) one of the largest environmental services companies in the world, and Bakers Group (www.bakersgroup.com.au) who are focussed on the successful development of alternate, renewable energy providers and related solutions in Australia and the Asia Pacific Region.

We also undertake to promote sustainability with our customers, associates and suppliers and within the ICT Industry, through the Company's participation in "Green IT" initiatives such as Industry SIGs, Industry Forums and through working closely with environmentally focussed Government Agencies.