

## Homeloans to plant a tree for every new home loan

**14 January 2010:** Non-bank mortgage lender Homeloans Ltd is partnering with Carbon Conscious Ltd to plant a tree for every new home loan.

In announcing the agreement today Homeloans National Marketing Manager Will Keall said, "it is important to many of our customers and our staff that we behave in an environmentally responsible manner.

"Over our 25 year history we've aimed to minimise our paper usage, despite necessary paperwork involved in every written loan. This program is our way of taking a further step in helping the environment."

Mr Keall stressed that the initiative comes at no cost to Homeloans customers.

"Nothing has been factored into our pricing to cover this. It is merely something that we as an organisation feel strongly about in exercising our corporate social responsibility," Mr Keall said.

The trees will be Mallee Eucalypts, a native species adapted to the growing conditions of the Australian Wheatbelt region where they are planted. Over its growing life the Mallee Eucalypt will store carbon from the atmosphere, decrease erosion and salinity and improve biodiversity.

Carbon Conscious Marketing Manager Ryan Noble said he was delighted that a financial services provider was demonstrating its desire contribute to a greener planet.

"Service providers are often overlooked as emitters of greenhouse gases, but when you consider power, fuel and paper consumption as well as IT usage, their carbon footprints are often surprisingly high," Mr Noble said.

"It is fantastic to see Australian businesses voluntarily take action. With the uncertainty surrounding an emission trading scheme in Australia it would be reasonable to assume that business may take a wait and see approach when it comes to the environment. It is companies like Homeloans that are taking the lead and turning words into action. As a result they should be commended," added Mr Noble.

Homeloans will also be conducting other initiatives to make a positive impact on the environment including providing customers with tips on minimising their own carbon footprints and enabling customers to offset their own personal emissions.

Carbon Conscious is an Australian company listed on the Australian Securities Exchange that produces carbon credits through carbon farming.

More information:

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