

SERI AUSTIN

# BUZZ ...



## SERI AUSTIN AIMS TO MAKE RECYCLING 'COOL' WITH SUSTAINABLE CAMPAIGN



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**SERI AUSTIN** 御景园  
*Simply Better*

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(A Wholly-Owned Subsidiary of UMLAND)

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**EDITOR'S NOTE**

As you can see on our Volume 38 cover, recycling is worth the effort - trading in everything from old newspapers to water bottles and e-waste, for cash and shopping vouchers. The launch of 'KITAR3cycle' at Seri Austin in collaboration with SWM Environment hopes to inculcate good habits and act as a platform and opportunity for the public to play a bigger role in recycling.

We have always been committed to contribute back to the community. This quarter, we have contributed in the development of a community surau (Muslim prayer house) and supported the residents in organising their first AGM.

We are also committed in sustainably managing our environmental responsibilities. As a developer that has been awarded for several green initiatives, we have formed our 'Energy Squad' who will be responsible in fostering the energy efficiency culture among our peers.

Do drop us a line at dvsb@umland.com.my with suggestions and recommendations on the things you would like to see featured in Seri Austin Buzz... We are all ears.

Till the next issue!



L-R : Mr KK Wong, Mr Richard Tan and En Mohd Norlisam Mohd Nordin.



**Seri Austin Aims to Make Recycling 'Cool' With Sustainable Campaign**

28 September 2019 - Seri Austin Township has successfully launched 'KITAR3cycle' campaign which is done in collaboration with SWM Environment Sdn Bhd. The campaign is a part of the 'Green Living' effort which aims to promote recycling. Members of the public can participate in the campaign by separating their recyclable waste and be rewarded with points.

KITAR3cycle is a campaign by SWM Environment, focused on spreading mass awareness to the public on how and where to dispose waste in a responsible manner. The campaign also aims to inculcate awareness that recycled items have value and can generate side income while limiting the use of natural resources in the production of goods.

Mr Richard Tan, official representative of Mr Steven Choong, Tebrau Member of Parliament officiated the launch of the campaign and was witnessed by Mr KK Wong, Group Director of UMLand Townships cum

Seri Austin CEO as well as En Mohd Norlisam Mohd Nordin, General Manager of Corporate Affairs, SWM Environment Sdn Bhd. At the launching ceremony, a total of 430kg of recyclable items were collected from the public paving the way for sustainable green living and improved quality of life.

"Known as the First Smart Healthy City & Communities Township in Iskandar Malaysia by Iskandar Regional Development Authority (IRDA), this collaboration can be the best avenue for residents to participate in recycling practices. They can become active members of the KITAR3cycle campaign while taking care of the environment and help to ensure sustainable development for our future generation," said Mr KK Wong. He added that it is important to implement such innovative actions by every household or office on a daily basis, in order for recycling to become

part of everyone's daily routine.

According to En Mohd Norlisam, the campaign will give everyone a chance to redeem "Recycling Points" (RP) that can be converted into cash, items, and shopping vouchers.

"This campaign focuses on behavioural change and the main function is of course to raise awareness and hopefully make recycling 'cool' and interesting where public can choose between 35 categories of recyclable items such as paper, plastic, metal, electric appliances, used cooking oil and many others," added En Mohd Norlisam at the launch and placement of KITAR3cycle cage at Seri Austin.

To participate in the programme, you must first download the KITAR3cycle mobile application developed by SWM Environment via Google Play or App Store

and register. People who have already registered as members of KITAR3cycle must put the barcode sticker on every bundle of the recyclable items according to type, such as paper, plastic and others, and place them in the KITAR3cycle cage.

Apart from KITAR3cycle registration and recyclable items collection, other activities for the day were a recyclable item showcase, children activities such as cross word puzzle, scavenger hunt and ring tossing games. Participants of the programme included students from nearby schools such as SK Taman Daya, SK Taman Daya 3, SK Taman Daya 2, SKJT Ladang Tebrau, SJKC Foon Yew 5 and SK Taman Mount Austin.

Learn more about recycling and see a list of items that SWM accepts for recycling at [www.kitar3cycle.com](http://www.kitar3cycle.com) or speak to someone at 'Talian Indahkan Malaysia' by calling 1-800-88-7472.

## UMLand as Biggest Sponsor for Sultan of Johor Cup 2019



**12 September 2019** - UMLand was proud to be one of the major sponsors for the ninth Sultan of Johor Cup (SOJC) hockey tournament that involved six nations.

At the launching event, Mr Dennis Ng, Group Managing Director of UMLand accompanied by Mr KK Wong, Group Director of UMLand Townships presented a four-storey shop lot worth RM1.8mil located at Fortuna Hub, Bandar Seri Alam. A mock cheque was presented to Dato' Dennis Muhammad Abdullah, the official representative for His Majesty the Sultan of Johor.

The hockey tournament was held from 12 to 19 October 2019 at the Taman Daya Hockey Stadium, Johor Bahru.



## PROJECTS IN PROGRESS:

### D'Lagoon – Living By The Lake

↔ Apartments: 61%



↔ 3 Storey Terrace: 47%



### Camellia Residence:

↔ Apartments: 16%



## Seri Austin at myRumah Property Showcase

**16 August 2019** - Seri Austin participated in the myRumah Property Showcase held at KOMTAR JBCC organised by New Straits Times Press Sdn Bhd which features residential and commercial properties.

Johor Housing, Communications and Multimedia Committee Chairman, YB Tuan Dzulkefly Ahmad launched the showcase that has successfully attracted first-time homebuyers and those who want to invest in properties at Seri Austin.



## Seri Austin Gallery 'SWITCH OFF' Campaign

**26 August 2019** - Excessive and unnecessary energy usage contributes to the growing carbon footprint

of the Seri Austin Gallery, and we recognise that we have a part to play in optimising energy efficiency

to reduce our impact on the environment. With that, we introduced an Energy Awareness Campaign at our workplace by forming an 'Energy Squad' who will be responsible for fostering an energy efficient culture at the office.

in our initiatives. Some of the trivial actions, such as turning off the lights in vacant rooms or turning off the air conditioning during lunch can help us reduce our carbon footprint.



The Energy Squad committee members

The campaign objectives are to raise awareness among staff and to encourage them to take the journey with us

By cultivating this behaviour among our staff, we hope they will bring these energy efficiency habits home with them and effect change outside of the workplace.

## Contribution to Surau Al-Kauthar

**15 August 2019** - Seri Austin has contributed to the development of Surau Al-Kauthar, Seri Austin. The contributions were handed over by Seri Austin Senior Manager, En Mohd Kamalrulzaman Abdul Malek to the surau's committee chairman, En Mohd Mohar Bin Salim.

"The contribution was one of our many corporate social responsibility (CSR) activities and part of our commitment to the community where we operate", said Kamalrulzaman at the handover meeting.

The project is set to occupy a total land size of 0.5 acres with an estimated construction cost of RM1.5 million.



## Seri Austin Participates in 3rd Asia Pacific Property Conference in China



18 September 2019 - Seri Austin participated in 3rd Edition 2019 Asia Pacific Property Conference (APPC) in Shenzhen, China presenting D'Lagoon – Living By The Lake as an attractive destination for investments. “Our participation in the APPC has enable us to showcase our new and exciting communities such as D'Lagoon apartment and villa that are sustainable and well integrated offering investors value for money while simultaneously providing them with excellent mid to long term investment opportunities,” said Mr KK Wong, Group Director of UMLand Townships cum Seri Austin CEO at the conference. Apart from the product showcase, it is served as a platform that offered the chance to meet with significant numbers of clients and professionals. ▲

## UMLand Celebrates MJB's 25th Anniversary

22 September 2019 - UMLand once again became one of the sponsors at the Majlis Makan Malam Amal 2019 in conjunction with 25th anniversary of the Johor Bahru City Council (MJB) held at Persada Johor International Convention Centre.

Present at the dinner were YAB Dato' Dr. Sahrudin bin Jamal, Johor Chief Minister as the official representative of the Sultan of Johor, Johor Council members and Federal government officials as well as other sponsors. ▲



## CEO Speaks at the Urban Complex Summit SEA 2019

15 August 2019 - Mr KK Wong, Group Director of UMLand Townships cum Seri Austin CEO was invited to deliver a keynote speech at the Urban Complex Summit SEA 2019 – an international conference in Southeast Asia that took place in Pullman Kuala Lumpur City Centre Hotel & Residences.

KK Wong delivered his speech titled, “Building a Successful & Sustainable Mixed Development Township”. Government officials, industry

associations, real estate developers, architectural design institutes, and technology suppliers are among the attendees at the event.

The summit served as an international platform to discuss the development ideas and long-term planning of global urban complexes, exchange smart creative development trends, and to explore technical challenges involved in the construction and operations of mixed-use projects,

which in turn becomes a place to find the best business partners in the market. ▲



## Events & Activities

### Jade's RC Elected at First AGM

7 July 2019 - The first Annual General Meeting (AGM) for Phase 5H – Jade to elect the Resident Committee (RC) members was successfully held recently. A great turnout by the residents showed great community spirit among them.

With the AGM, the developer officially handed over its residential management duties such as security, cleaning, landscaping and other responsibilities to the new RC. ▲



13 September 2019 – Prize handover for the winning name for upcoming development in Seri Austin - Dahlia, won by En Hassan Raya & En Norman Ahmad during “Name New Phase Competition”



2 - 15 July 2019 - Property Roadshow @ JB City Square



30 July - 4 August 2019 - Property Fair @ AEON Tebrau, JB



6 - 18 August 2019 - Property Roadshow @ JB City Square



2 - 6 September 2019 - Property Roadshow @ JB City Square

# RECYCLE AND EARN POINTS



Download & register



Put your barcode on every recyclable items bundle



Place your recyclable bundles in the KITAR3cycle Cage



Scan for location



\*\*For further enquiries contact 07-335 6000 or Talian Indahkan Malaysia 1-800-88-7472.

## Upcoming Events

October 2019

1 - 13 October 2019  
Roadshow @ AEON Tebrau

3 October 2019  
UMLand (Southern) – Media Bowling Challenge 2019

18-28 October 2019  
Property Roadshow @ JB City Square for its 20th Anniversary

19 October 2019  
Run For Dreams by JBEEA @ Seri Austin

November 2019

1 – 3 November 2019  
2nd MAPEX Roadshow 2019 @ JB City Square

19 – 28 November 2019  
Property Roadshow @ JB City Square for its 20th Anniversary

29 Nov – 1 Dec 2019  
MIPEX @ Midvalley Southkey

30 Nov – 1 Dec 2019  
"Malaysia My Second Home" Seminar @ Hong Kong

December 2019

17 - 22 December 2019  
D'Lagoon Roadshow @ AEON Tebrau