

Geyser

Base building: ★★★★★



Samson Corporation: Generational Thinking Meets Energy Efficiency

Samson Corporation, a family-owned property company with a legacy spanning three generations, has long been a pioneer in sustainable commercial development in Auckland. Known for iconic buildings like Geyser and Ironbank, Samson's ethos of "thinking in generations, not decades" is reflected in its commitment to long-term environmental performance.

A key part of that commitment is the use of NABERSNZ Base Building ratings across its office portfolio — a strategy that supports both operational excellence and tenant engagement.

Why NABERSNZ?

For Samson, NABERSNZ provides accountability and an emphasis on continuous improvement.

"We look at our energy performance again and again to make sure that it's still tracking in the right direction, and we publish the scores on our website to keep ourselves accountable."

Property Sustainability Manager Bridget Pyc.

Buildings owner: Samson Corporation
Location: Tāmaki Makaurau Auckland
Assessor: Adam Benli
Notable sites: Geyser Building, Ironbank, Gillies Ave Office Park, D-72, Site-3, 93 Dominion

NABERSNZ also plays a crucial role in onboarding tenants. With many small businesses occupying Samson's buildings, Bridget says she can use the rating to demonstrate the building's performance and set expectations for sustainable operations from day one.

"Because lots of small business don't typically have a dedicated sustainability manager or someone to track that sort of information, it's helpful for them to know we've got NABERSNZ certification for when their teams, clients, or suppliers ask what they're doing in the sustainability space. They're able to say 'we choose to operate in a building that is sustainably operated', and they've got some backing behind to say it's 5.5 star NABERSNZ certified or whatever rating it is."

Benefits for Tenants and Owners

While Samson focuses on Base Building ratings due to the small footprint of most tenancies, the benefits extend to both tenants and the company:

For tenants: NABERSNZ certification provides credibility when responding to sustainability inquiries from clients or government procurement processes. Tenants also benefit from lower operating costs and any future energy efficiency improvements

"They do really see the benefit. It shows we've taken steps to help make overall operating expenses lower which I think really resonates. It's basically a piece of evidence that says 'we are doing our best to keep your energy costs down.'"

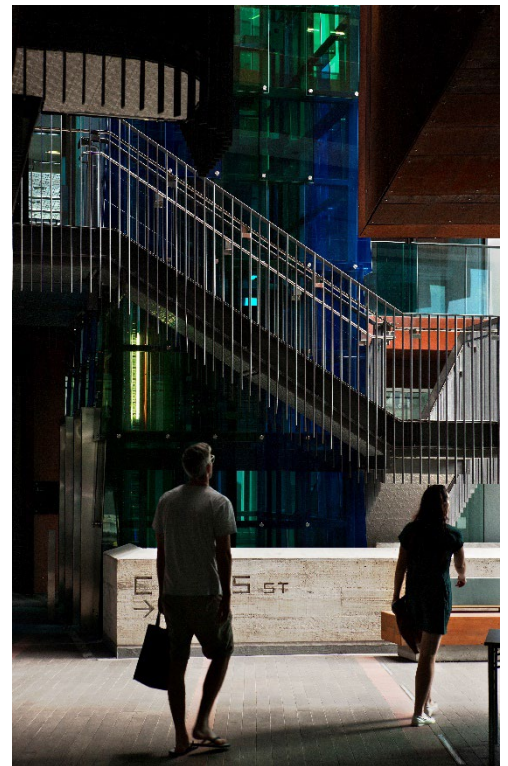
For Samson: It supports tenant retention by offering evidence of lower operating costs through energy efficiency.

"When I say this building is highly energy efficient, I can show it's not just me saying that - we have a certified way of communicating that."

Energy Efficiency in Action

Samson has implemented a range of initiatives to improve energy performance across its portfolio, including:

- Removing gas from sites like Gillies Ave Office Park, leading to measurable improvements in ratings.
- Installing solar panels.
- Smart controls including sensors, timers, and split lighting systems to reduce energy waste.
- Deep dives into BMS and tenant base hours to optimise building operations



One standout initiative, used in its flagship Geyser building, was what the team dubbed ‘night at the museum’ — an after-hours audit of building energy use.

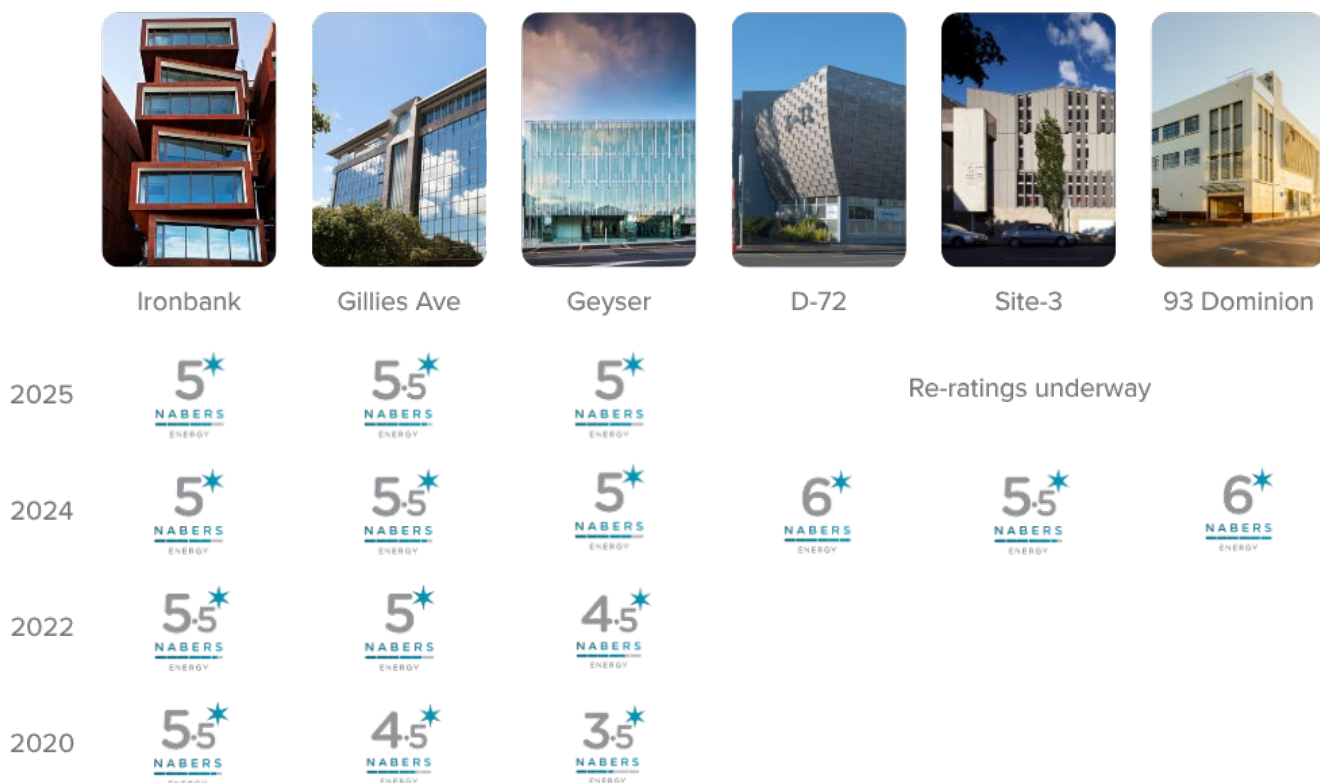
“We’d go into the building in the evening when everything was meant to be off and figure out what was still on and tried to figure out if it needed to be... As a result we added things like sensors and timers to control room areas so you don’t have someone leaving the lights on with nobody using that space.”

This hands-on approach helped identify unnecessary energy consumption and helped target improvements, particularly at the Geyser Building, which saw its NABERSNZ rating rise from 3.5 to 5 stars since 2020.

Portfolio-Wide Impact

Insights gained from NABERSNZ assessments have informed broader design and refurbishment strategies. Features like motion sensors and auto-off lighting are now standard in new developments.

“There’s strategies that’s come out from NABERSNZ ratings that we now automatically put into new projects.”



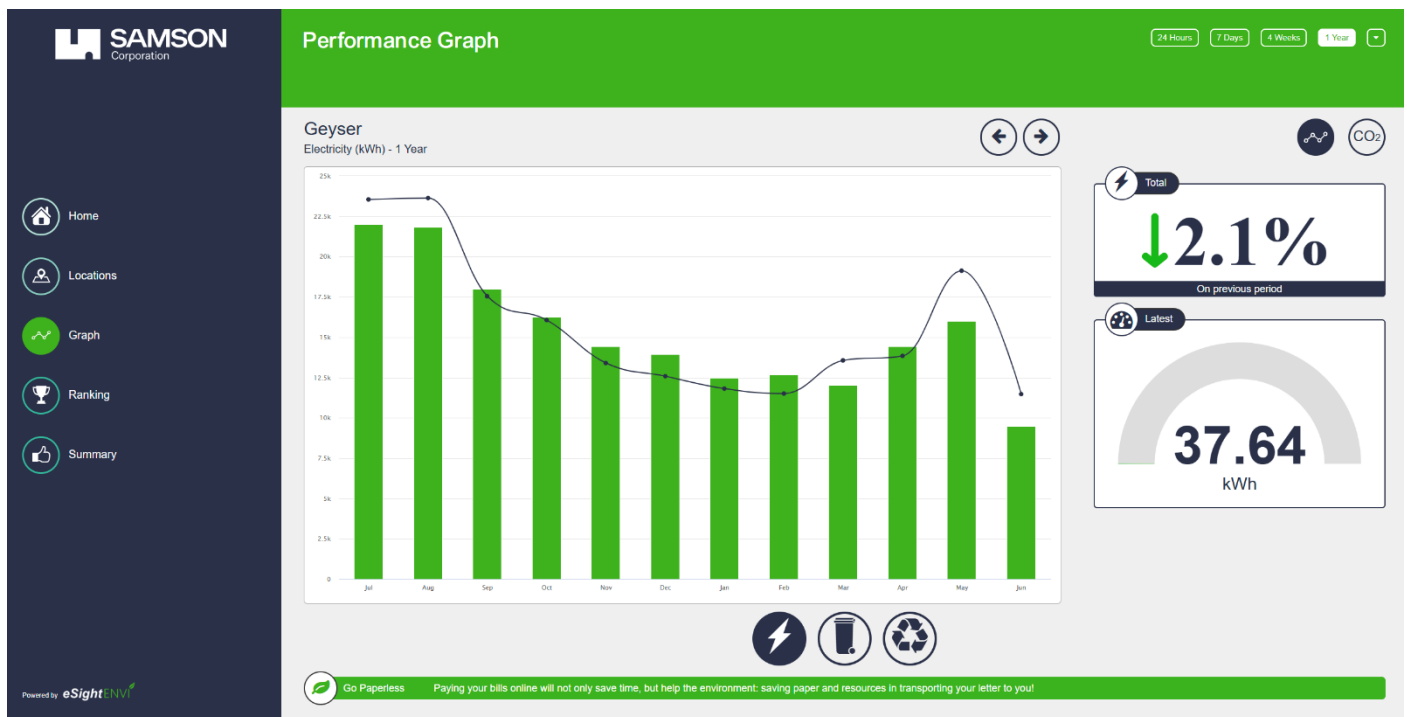
*All ratings are NABERSNZ Base Building certifications

Love your data

Bridget's advice for other property owners is simple: love your data.

"I think until you jump into the data and the numbers you don't actually know what's happening. It can be a really interesting process to uncover and discover how things are working

"There were heaps of surprising insights that came out for us through this process... NABERSNZ gave us the opportunity to unlock and find lots of different areas to change and tweak in order to improve."



An online dashboard is available for people to see Samson's real-time building data

The Role of the Assessor

Samson's success has been guided by a strong working relationship with their NABERSNZ assessor, Adam Benli of Zerometric.

Adam's ability to bring a fresh perspective, and ask the right questions, has been instrumental in uncovering insights and driving improvements.

"I do rely very heavily on Adam and one of the things that's really great is he will come in with a fresh set of eyes, looking at the data and the buildings and will go, 'hey, why is this like this?' or 'did you notice that?' and he unlocks a whole lot of great insights," Bridget says.

Adam Benli says because of the Samson's smaller tenancies, it's been vital for them to collaborate and get everyone on board.

"Tenant engagement is really important because their tenants actually have quite a significant influence over how things like the HVAC works within the building. Each tenancy usually has control over their temperature set points in these buildings. So, without the monitoring and communication piece performance could go downhill pretty quickly."

He says many building owners are nervous about engaging with tenants.

"I think broadly landlords and property owners need to really maximise the opportunity. A lot of them don't see or fully understand that NABERSNZ provides an opportunity to build better tenant relationships. It gives landlords a reason to connect with tenants around shared sustainability goals. Even smaller tenants with no sustainability initiatives of their own become part of the journey – they are able to take meaningful actions and then share in the success. That's powerful."

Conclusion

Samson Corporation's NABERSNZ journey reflects its deep-rooted commitment to sustainability and long-term thinking. By combining data-driven decision-making with practical building improvements, as well as working effectively with its tenants, Samson continues to lead the way in creating energy-efficient, future-ready workplaces in Aotearoa New Zealand.

