

## ECHOING GREEN REFERENCE

**Applicant Name:** Rick Cameron  
**Applicant Organization Name:** Tecta Pty Ltd

### Recommender

**Name:** Chris Willcox  
**Title:** Director and Registered Architect  
**Organisation:** Willcox & Associates Pty Ltd  
**Telephone Number:** Work: +61 8 9757 3111  
Mobile : +61 (0)419 934 179  
**Email Address:** chris@willcoxassociates.com  
**Postal Address:** PO Box 122 Margaret River, Western Australia 6285

### 1. What do you think of the applicant as a person?

I regard Rick as a very individual free thinking, tenacious and passionate person that has an enviable ability to see things through to the desired result with dedication and an enviable attention to detail often against insurmountable odds. Rick's application to the task at hand and ability to problem solve in often pressure cooker situations is an endearing and outstanding feature of his character. Through Ricks various experiences he remains a very grounded individual whose ethical approach to everything he does shines through in a sometimes self effacing manner. Ricks qualifications and life skills bridge many interests which he pursues with relentless enthusiasm that is impossible not to be enjoyably get caught up in.

### What experience with the applicant formed your opinions?

Rick has been a personal friend for over 40 years and more recently we have become business partners in various ventures so I believe I know him as well as anyone can know another person. In the late 1960's and early 70's Rick and I attended University together in our Bachelor Degree course in Architecture. More recently and together we have embarked upon land based eco-tourism in the Mentawai Islands off the West coast of Sumatra which is desirous of replacing the plunder attitude of the existing marine based surf tourism currently operating in the Mentawai's that only leaves its rubbish without consideration or benefit to the indigenous owners of this Island Archipelago or its fragile eco systems. Rick has been instrumental in leading and assisting the Local Mentawai government in enacting legislation across the whole Mentawai Archipelago that enshrines benefit to the local indigenous people of the Mentawai's from the big business interests that operate their marine based surf charters in the region. Unfortunately in spite of the enshrined legislation spearheaded by Rick, the corruption that big business can bring to bare in vulnerable societies such as in Indonesia has undermined this legislation and has become a quite bitter and ongoing abuse of the local peoples interests and the Mentawai eco system that supports them.

Willcox Architects have been employed by the Companies that Rick and I have established to provide land based surf and adventure eco-tourism developments in the Mentawai's and more high end tourism based ventures on the Mainland of Sumatra around Padang and at Puncak Lawang. A common thread to all of our joint tourism based ventures has been to design an appropriate building system that is affordable, appropriate and which is capable of withstanding everything that mother nature can throw at the system given the extremes that building development on a major fault line can impose. Ricks approach to the tourism developments we are currently pursuing, for which Willcox are providing the Architectural services for, is that all these developments must above all be appropriate, zero carbon and sustainable which are ever mindful of triple bottom line outcomes that are financially responsible, socially acceptable and environmentally sustainable.

In 2002 Willcox Architects opened a branch office in Padang West Sumatra which Rick managed for us for a number of years until at the urging of all our staff we decided to relocate this office to Bali due to the geologically unstable seismic nature of Padang. Our fears of the seismic instability of the region were realised with the major earthquake and resultant Tsunami in December 2004 and later the massive earthquake that hit Padang in 2009. After the Aceh Tsunami Rick and his partner Jane Liddon initiated a charity (Island Aid) that funded a charter ship to deliver aid to the many remote coastal and island communities in the Aceh region that were not being reached by Government and NGO aid organisations. Rick and Jane were pioneering direct aid to forgotten communities that had been totally devastated and that had been forgotten by the world. Their single minded efforts with many volunteers in tow were responsible for saving many lives and delivered aid to many thousands of suffering people in remote communities. In addition to this incredible aid effort in Aceh by them both I was witness to them mobilising direct aid to the mountain region of Solok that suffered an earthquake in 2007. Together we visited the stricken region and witnessed whole school buildings and Mosques that had collapsed

on the occupants and from that point on Rick decided there had to be a better building method than the poorly reinforced concrete buildings that proved to be death traps to their occupants when the traditional timber structures survived. Further to witnessing these disasters Rick and Jane were in their home in Padang West Sumatra when the 2009 earthquake struck, devastating the city with many thousands of deaths, buildings destroyed and infrastructure obliterated.

These traumatic events have deeply effected Rick and have lead to a quest by him to design a building system that can be erected with basically unskilled labour (under limited supervision), that is relatively quick to build, is environmentally sustainable, Carbon Neutral, affordable and above all safe in earthquake, cyclone and flood prone areas. Such a building system is globally appropriate. After many years and much research Rick has created the Tecta building system which promises to offer solutions to all of the identified problems of traditional construction in earthquake prone and cyclonic prone areas and in remote locations. It is said that from the genesis of an idea to production and market ready technology takes about 40 years. Rick has fast tracked his building system to a point where he only needs to set up the production line to manufacture the Tecta building system to build some prototype housing. As Architects we are by nature conservative in recommending new and innovative construction techniques and building systems but the Tecta system promises to tick all the boxes and just needs further proving up in order to become a mainstream affordable construction system that will without doubt prove to be affordable, structurally sound, environmentally friendly and profitable. Willcox Architects have approximately 500 accommodation units on our books at any one time, mostly in the boom town of Port Hedland in the NW of Western Australia, this is a market that is ready made for a construction solution that Tecta can satisfy.

**2. Aside from the personal qualities of the applicant, what do you think of this applicant's specific approach to solving problems?**

Buildings and the maintenance of their internal environment in the Western World contribute as much as 40% of all green house gas emissions. Climate change is upon us and we as responsible citizens must embrace more intelligent building systems such as Tecta promises to offset the inevitable climate change we and our children will suffer if we do not change our building methods to more sustainable systems. The creation of a carbon neutral building system that requires minimal energy input to maintain acceptable internal comfort levels is a very difficult goal to achieve. The innovative integrated floor, wall and roof cocoon that the Tecta system can offer is unlike any other available on the current construction market and we as Architects can't wait till the system is commercially available for our clients.

The Tecta system Rick has designed offers a solution that will minimise the buildings environmental footprint and require minimal energy input to maintain acceptable internal comfort levels in cold or hot, wet or dry climates. The high insulation values that cocoon the occupants from the outside weather that the Tecta system promises to deliver at very affordable building costs is a quantum leap forward in building construction that also promises to fulfil the affordable housing market needs in both the third world and the developed world alike. The system is also designed for the DIY self help market as well as being commercially applicable for the traditional housing market. We believe the market is gagging for this product and we can't wait to be able to document our proposals in the Tecta building system.

Willcox Architects believe that the innovative Tecta building system designed by Rick is an exciting opportunity to advance the building industry out of the current business as usual, inadequate and energy hungry solutions to a far more intelligent building system that offers a responsible energy efficient and sustainable quick build system.

Yours faithfully



**Chris Willcox**  
Director