

Urban Development Institute of Australia (Victoria Division)

# PROPERTY DEVELOPMENT PROGRAM 2017

Practical and Theoretical Insight

DESIGNED TO MEET THE NEEDS OF VICTORIA'S  
RESIDENTIAL PROPERTY PROFESSIONALS



ALIGNED TO THE SWINBURNE DIPLOMA OF PROJECT MANAGEMENT // CPD ACCREDITED



The CPD Standards Office

CPD PROVIDER: 21465  
2016 - 2018

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# UDIA PROPERTY DEVELOPMENT PROGRAM



THIS SIX DAY COURSE PROVIDES PRACTICAL AND THEORETICAL INSIGHT INTO PROPERTY DEVELOPMENT, GIVING PROFESSIONALS THE SKILLS AND CONFIDENCE REQUIRED TO BETTER MANAGE FUTURE PROJECTS.

## WHO SHOULD ATTEND?

- Graduates
- Those who are new to property development or seeking advancement
- Assistant development or project managers
- Local and state government officers
- Finance managers
- International or interstate developers seeking local knowledge
- Industry professionals with a single discipline qualification seeking a broader understanding of the property development industry (such as consultants, planners, asset managers, property analysts, economists, engineers, architects, lawyers, accountants, marketers and administrators)

## AIM

Introduce participants to the various areas of knowledge required to operate effectively in Victoria's urban development industry.

## LEARNING OUTCOMES

- Learn to define and manage projects, while becoming familiar with terminology from the broad range of disciplines and concepts involved in property development
- Gain a practical understanding of the tools needed to navigate through complex development processes and the different roles within a project team

## CONTENT

- Commercial awareness and assessing risk in the development opportunity
- Assessing and understanding the legal framework
- Financial management and structuring the deal
- Planning, government, authorities and communities
- Sustainable development
- Design, construction and marketing
- Project management

Key concepts are illustrated with case studies to reinforce practical application of the learnings. Upon completion, participants will have learnt everything from identifying an opportunity to securing titles for a development.

## LEARN FROM EXPERIENCED INDUSTRY PRESENTERS

Our presenters are subject matter experts, currently working in the property development industry. This ensures the provision of relevant local and up-to-date teachings with emphasis on practical application and case study learning.

The course facilitator is a senior development industry professional who will be present for the duration of the program to facilitate each session.

## COURSE DURATION

The six day program is delivered one day per week for six weeks. Participants can enrol for single one day modules, or for the complete program. **Places are limited and preference will be given to those enrolling in the full six day program.**

# UDIA PROPERTY DEVELOPMENT PROGRAM

## BENEFITS FOR PARTICIPANTS

- A Victorian designed course to suit local requirements
- Experienced presenters from the Victorian property development industry
- Networking opportunities to make new contacts and valuable insight on how to engage stakeholders
- Practical lessons on how to manage the project life-cycle and understand the principles of commercial awareness, time, quality and cost

## BENEFITS FOR EMPLOYERS

- Up-skills your employees
- Ensures employees are aware of all facets of the development process
- Minimises miscalculations
- Empowers participants to make informed decisions

## 2017 COURSE DATES

- Module 1: Monday May 8
- Module 2: Monday May 15
- Module 3: Monday May 22
- Module 4: Monday May 29
- Module 5: Monday June 5
- Module 6: Monday June 19

Places are limited and preference will be given to those enrolling in the full six day program.

## COURSE REGISTRATION FEES

- Full program fee **\$5,400**
- Full program UDIA member **\$4,200**
- Fee per module **\$1,250**
- Fee per module UDIA member **\$1,000**

## INCLUSIONS

All sessions, morning tea and lunches are included in the course fee.

## ASSESSMENT

There are no examinations or assignments for this course. At the end of each module a Certificate of Participation will be provided.

At the end of the program a Certificate of Completion will be issued.

## LOCATION

The course is held in the Melbourne CBD; precise location to be confirmed.

## ENROL NOW

Urban Development Institute of Australia (VIC)

-  [udiavic.com.au/PD](http://udiavic.com.au/PD)
-  +61 3 9832 9600
-  [info@udiavic.com.au](mailto:info@udiavic.com.au)

## PROPERTY DEVELOPMENT PROGRAM PARTNERS



# UDIA PROPERTY DEVELOPMENT PROGRAM



## STUDY PATHWAYS

The UDIA Property Development Program is aligned to the Swinburne University Diploma of Project Management.

This means that upon completion of the full 6 day course, participants may go through the Recognition of Prior (RPL) process, and be awarded the Swinburne University Diploma of Project Management.

Upon successful completion of the RPL process, the Swinburne University Diploma of Project Management will be awarded to the participant without any further study required. This saves the student considerable time, as the Swinburne Diploma is normally delivered over 6-7 months.

The Swinburne University Diploma of Project Management is endorsed by the Australian Institute of Project Management.

After being awarded the Swinburne Diploma, UDIA Program participants can elect to proceed down the study pathway for the "Graduate Certificate in Applied Business".

Swinburne notes that some UDIA Program participants in the Diploma could be eligible for the RPL of these two Graduate Certificate units, based on relevant experience and expertise.

This qualification can provide direct credits (up to 4 units) into the Swinburne MBA program (available online) subject to application through Swinburne.

## BENEFITS OF SWINBURNE DIPLOMA

- Swinburne Diploma of Project Management is normally offered over 6-7 months; UDIA participants can be awarded the Diploma with no further study required upon completion of the full 6 day UDIA Property Development Program.
- Swinburne is offering this Diploma to UDIA participants for \$1,975 (normal price \$5,900).
- This Diploma offering is exclusively available to professionals who complete the full 6 day UDIA Property Development Program.

## ABOUT SWINBURNE UNIVERSITY

Swinburne University of Technology is ranked in the top 3% of the world's universities (Academic Ranking of World Universities 2016).

With campuses in Melbourne, Australia and in Sarawak, Malaysia, the prestigious and rapidly growing institution is known for leading the way in science, technology, business, design and innovation.

Swinburne offers undergraduate and postgraduate courses, vocational education and research qualifications.

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## PROPERTY DEVELOPMENT PROGRAM PARTNERS



CedarWoods

CLAYTON UTZ



# MODULES & SESSIONS



**MODULE 1: IDENTIFYING THE OPPORTUNITY**

**MONDAY 8 MAY 2017**

Learn how to identify a potential site for a range of developments and the factors that affect project feasibility. Gain an understanding of commercial awareness, negotiation, market research, funding options, acquisition strategies, structuring the deal and the legal framework.

**SESSION 1 - AN OPPORTUNISTIC BUSINESS**

- Commercial awareness
- Identifying the opportunity
- Looking at possibilities
- Understanding the state of play
- Knowing the market
- Case study - Williams Landing by Cedar Woods

**SESSION 2 - ANALYSING THE OPPORTUNITY**

- Finance fundamentals - time value of money, IRR, NPV
- Feasibility - financial modelling
- Identifying and mitigating risks

**SESSION 3 - STRUCTURING THE DEAL**

- Risk and return
- Debt and equity
- Required rates of return
- Sources of funds

**SESSION 4 - THE LEGAL FRAMEWORK**

Property Law, including:

- Sale of Land Act 1962
- Transfer of Land Act 1958
- Duties Act 2000
- Estate Agents Act 1980
- Contract Law
- Planning and Environment Law
- Consumer Protection Law
- Other applicable legislation

**MODULE 2: LOCKING IN THE OPPORTUNITY**

**MONDAY 15 MAY 2017**

Land economics and how these are applied to the financial management of projects is fundamental to the property development industry. Learn how to complete an initial analysis of viability, gain an understanding of corporate structures, tax issues, due diligence, how to reach agreement, negotiate commercial terms and document the deal.

**SESSION 1 - DEVELOPMENT STRUCTURES, TAX AND DUTY ISSUES**

- Trusts vs companies
- Joint ventures vs development agreements
- Tax considerations
- Duty
- GST
- Land tax
- GAIC

**SESSION 2 - DUE DILIGENCE**

- Working with specialist consultants
- Planning status
- Servicing requirements
- Contamination
- Flora and fauna
- Cultural heritage

**SESSION 3 - DOING THE DEAL**

- Understanding buyer and seller requirements
- Building trust
- Reaching agreement
- Commercial terms

**SESSION 4 - DOCUMENTING THE DEAL**

- Working with lawyers
- Simple is good
- Remaining practical
- Document fundamentals

## MODULE 3: PROJECT CONCEPT, POSITIONING AND MARKETING

**MONDAY 22 MAY 2017**

Now you have a project approved, learn how market research shapes a project, how to position your project, capture the brand and lock in a competitive sales advantage. Learn key strategies for community engagement and be introduced to the key concepts of urban design and place making.

### SESSION 1 - UNDERSTANDING THE MARKET

- Interrogating the market
- Focus groups
- Competitors
- Finding the gap between market needs and current offers

### SESSION 2 - PROJECT CONCEPT AND POSITIONING

- Appealing to the target market
- Getting the best out of the site
- Locking in the competitive advantage

### SESSION 3 - URBAN DESIGN AND PLACE MAKING

- Context and site analysis
- Design concepts
- Solar design
- Liveable streets
- Social planning and community engagement

### SESSION 4 - SELLING THE DREAM

- Establishing market position
- Target audience
- Branding
- Marketing plan
- Advertising and PR
- Development project case study

## MODULE 4: THE PLANNING PROCESS

**MONDAY 29 MAY 2017**

Gain understanding of the different types of development applications, the process for approvals and the assessment criteria for planning approvals. Learn about the statutory and strategic planning framework in Victoria, timeframes, cost and the planning process.

### SESSION 1 - UNDERSTANDING STATE PLANNING POLICY

- Planning in Victoria
- Strategic planning
- Statutory planning
- Dealing with councils and MPA

### SESSION 2 - PRECINCT STRUCTURE PLANS AND PLANNING PERMITS

- Understanding the process
- Engaging a town planner
- Involvement in the PSP process
- Background reports

### SESSION 3 - PRECINCT STRUCTURE PLANS AND PLANNING PERMITS (continued)

- Bringing it all together
- DCP's explained
- GAIC
- Parallel planning permits

### SESSION 4 - PLANNING PANELS AND VCAT

- Planning panel hearings
- Giving evidence
- Approval process

## MODULE 5: DELIVERY

MONDAY 5 JUNE 2017

Learn how to get the job done, moving from the planning phase to delivery.

### SESSION 1 - DESIGN AND APPROVALS

- Engaging consultants
- Managing the project team
- Working with service providers
- Preparing tender documents - types of contracts

### SESSION 2 - CIVIL CONTRACTING

- Tender, award and contract administration
- Working with the contractor to get better outcomes and save money
- Occupational Health and Safety
- Progress payments

### SESSION 3 - ENVIRODEVELOPMENT AND SUSTAINABILITY

- Environmentally sustainable development requirements
- Best practice rating tools
- Initiatives and incentives for developers to achieve environmental excellence
- Why does it matter?
- Consumer demand

### SESSION 4 - COMPLIANCE AND TITLES

- Practical completion
- Approvals from service providers
- Compliance from council
- Subdivided lot titles

## MODULE 6: PROJECT MANAGEMENT

MONDAY 19 JUNE 2017

Project management is fundamental to property development. Gain an overview of the skills required to successfully deliver a project on time and on budget, while managing a variety of stakeholders and mitigating risks.

### SESSION 1 - PROJECT MANAGEMENT BASICS

- Role of the project manager and development manager
- Clarifying the scope
- Managing time, cost and quality
- Identifying and managing risk

### SESSION 2 - PROJECT PHASES

- Understanding the phases
- Applying project management techniques to each phase
- What to look out for at each stage

### SESSION 3 - PROJECT MANAGEMENT TECHNIQUES

- Gantt chart and dependencies
- Critical path analysis
- Cost management

### SESSION 4 - PROCUREMENT AND RESOURCING

- Procurement process
- Resourcing issues

# PRESENTERS & FACILITATORS



SPEAKER PROFILES AVAILABLE ONLINE: [UDIAVIC.COM.AU/PD](http://UDIAVIC.COM.AU/PD)



**PATRICK ARCHER**  
State Manager  
(Victoria and South  
Australia)  
Cedar Woods



**CHRIS DE SILVA**  
Director  
Mesh Liveable  
Urban Communities



**JANE MONK**  
Director Innovation  
and Reform  
Victorian Planning  
Authority



**VICKI BARBER**  
Director  
Brandport Marketing



**JOHN HAWKINS**  
Director  
Breese Pitt Dixon



**KARINA SUNK**  
Director Of  
Planning and  
Design  
Wolfdene



**NANCY BICKERTON**  
Senior Development  
Manager  
Villawood Properties



**MARY HENNESSY**  
General Manager  
Marketing  
Villawood  
Properties



**ROB TABER**  
Course Facilitator  
Dip CE, BE(Hons),  
M Eng Sc, MBA



**MICHELLE CALLEJA**  
Associate Director  
Mesh Liveable  
Urban Communities



**RICKI HERSBURGH**  
Sustainability  
Manager  
UDIA Victoria



**DOUG VALLANCE**  
Project Director  
Moremac Property  
Group



**PAUL CASSIDY**  
Strategic Planning  
Director  
Victorian Planning  
Authority



**ALISON KENNEDY**  
Special Counsel  
Clayton UTZ



**LEAH WITTINGSLOW**  
Associate Director  
Mesh Liveable  
Urban Communities



**LEANNE KRSTEVSKI**  
CEO  
Blaze Advertising



**KATHY MITCHELL**  
Chief Panel  
Member  
Planning Panels  
Victoria



**ROGER COLLINS-  
WOOLCOCK**  
Director  
Collins & Woolcock

# REGISTRATION FORM

UDIA PROPERTY DEVELOPMENT PROGRAM



PERSONAL INFORMATION			
Surname		First Name	
Position			
Company			
Company Address			
Suburb		Postcode	
Telephone		Fax	
Mobile		Email	
Special needs or dietary requirements			

FEES		
<input type="checkbox"/> PAY FULL COURSE FEES	Full program fee (UDIA member) \$4,200	Full program fee (non-member) \$5,400
<input type="checkbox"/> PAY PER MODULE	Fee per module (UDIA member) \$1,000	Fee per module (non-member) \$1,250
Module 1: Identifying the Opportunity		
Module 2: Locking in the Opportunity		
Module 3: Project Concept, Positioning and Marketing		
Module 4: The Planning Process		
Module 5: Delivery		
Module 6: Project Management		
<b>TOTAL FEE PAYABLE</b>	<b>\$</b>	<b>\$</b>

\*All prices shown are inclusive of GST

PAYMENT		
<input type="checkbox"/> ELECTRONIC FUNDS TRANSFER	Reference No:	
<input type="checkbox"/> CHEQUE	<small>*Please note, cheques must be made payable to UDIA</small>	PO No.
<input type="checkbox"/> CREDIT CARD PAYMENT	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Amex	
<b>EFT DETAILS</b>  Bank of Melbourne Account name: UDIA (VIC) BSB: 333 037 Account number: 700744908	Credit card number	
	Cardholder's name	
	Amount	Signature
	Expiry Date	
	CCV	

**CANCELLATION AND TRANSFER FEES**

Please note that no credit or refunds are available for cancellations received less than 5 working days prior to the commencement of the course. Substitute to another participant can be made.

**PRIVACY STATEMENT**

The primary purpose of collecting the personal information you supply on this form is to process your registration. We will also use these details to keep you informed of upcoming events, and will not disclose your information to a third party.

**CONTACT US**

Return completed registration form to the Urban Development Institute of Australia (Victoria) [angela@udiavic.com.au](mailto:angela@udiavic.com.au) T: +61 3 9832 9600

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