

Media Release



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What will the future property market look like? Who will your customers be and what will they want in a new home?

These are some of the questions that guest presenters at the Urban Development Institute of Australia's (UDIA) March Luncheon will answer.

Presenters include UDIA CEO Debra Goostrey and Michael Chappell, Principal Consultant and founder of Pracsys.

"During a time of challenging market conditions, there are many companies impacted by slowing sales and lower average prices," Ms Goostrey says.

"UDIA's advice is to make sure you stay on top of current trends and understand what future customers expectations will be to ensure that you can maximize any opportunities that may arise," Ms Goostrey said.

"My presentation will focus on market trends according to the latest UDIA statistics and my knowledge of the broader residential property market," Ms Goostrey said.

Michael Chappell will discuss topics such as population growth and potential demographic changes and how this will impact on people's housing needs.

Issues such as the ageing population and whether this will translate into a requirement for more aged care facilities and other types of accommodation geared toward an older population will also be discussed.

Environmental and sustainability requirements and how companies can best manage these changes is another important issue for debate.

"This is a must attend event for anyone involved in the property industry," Ms Goostrey said.

"We all know that the market is experiencing challenging times and UDIA is encouraging companies to take a proactive approach to making it through and emerging on the other side in an even stronger position."

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