

SQUIRE SANDERS

LEGAL
COUNSEL
WORLDWIDE



PROGRAM PARTNER

SUPPORTERS

Urban Development Institute of Australia (WA) Inc.

PROFESSIONAL DEVELOPMENT

Advance Your Career

PROUDLY ENDORSED BY



The course will provide you with an **insight** into the **Property Development industry** whether you are working for developers, consultants or government. The program is ideal for **graduates** or **industry professionals** with a single discipline qualification seeking a **broader understanding** of the development industry. The course takes a **multi-disciplinary** approach and introduces you to the various areas of knowledge required to **operate effectively** in the industry. It provides an overview of the tools needed for you to successfully navigate your way through the complexity of the development process and will help you gain an understanding of the different roles of members of a **project team**. You will be exposed to basic concepts and terminology from the broad range of professional disciplines involved in the land development process. The course takes an **holistic approach** by providing a background in financial management, planning, sustainable development, project management, construction and marketing. Key concepts are illustrated with **case studies** to highlight the learning experience and the program culminates with the development of a feasibility study on the final day.

OUR PRESENTERS

Our team of highly experienced presenters are industry professionals currently working in the development industry. They will provide up to date and relevant information with an emphasis on case studies. The Course Coordinator is also active in the development industry and will be present for the duration of the program to help you get the most from the experience.

COURSE DURATION

The six day program is delivered one day per week for six weeks. You can enrol for single units or for the complete program.

EXAMINATIONS

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. A summary of the ADVANCE program is provided below with details of each session.

INCLUSIONS

All sessions, course notes, lunches, morning and afternoon teas are included in the course fee.

BENEFITS FOR PARTICIPANTS

- A WA designed course to suit local requirements
- Presenters from the WA industry
- Networking opportunities to make new contacts

BENEFITS FOR EMPLOYERS

- Ensures your employees are aware of all facets of the development process
- Increases productivity and efficiency
- Minimises misunderstandings
- Empowers participants to make informed decisions

COURSE REGISTRATION FEES

- Full program fee **\$5,445**
- Full program member discount price **\$4,235**
- Fee per module **\$990**
- Fee per module member discount price **\$770**

CONTACT US Urban Development Institute of Australia (WA) [t 08 9321 1101](tel:0893211101) [f 08 9321 1102](tel:0893211102) [e jharley@udiawa.com.au](mailto:jharley@udiawa.com.au)



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the**civil**group

PROGRAM PARTNER

SUPPORTERS

course	session	program	presenter	time
MODULE 1 Monday 7 November BASIC SKILLS AND THE PLANNING FRAMEWORK	1	Basic Skills, Communication and Negotiation	Marie Mills MILLS WILSON COMMUNICATION CONSULTANTS	8.30am-10.30am
	2	The Planning Framework in WA	Ray Stokes SATTERLEY PROPERTY GROUP	11.00am-1.00pm
	3	Planning Law	Margie Tannock, Lisa Smith SQUIRE SANDERS	2.00pm-4.00pm
MODULE 2 Monday 14 November PROJECT PLANNING & MARKETING	1	Social Planning and Community Engagement	Lynden Prince CREATING COMMUNITIES	8.30am-10.30am
	2	Project Conceptualisation, Marketing and Sales	Anne Waugh MIRVAC (WA) PTY LTD	11.00am-1.00pm
	3	Place Making	Erwin Roberts ROBERTS DAY	2.00pm-4.00pm
MODULE 3 Monday 21 November ENVIRONMENT AND SUSTAINABILITY	1	Environmental Sustainability	Martin Bowman RPS ENVIRONMENT & PLANNING PTY LTD	8.30am-10.30am
	2	Social and Economic Sustainability - Developer Options	Anne Jolic LEND LEASE	11.00am-1.00pm
	3	Environmental Law	Margie Tannock, Rebecca Somerford SQUIRE SANDERS	2.00pm-4.00pm
MODULE 4 Monday 28 November PROJECT MANAGEMENT	1	Project Management Techniques, Basic	Stuart Nahajski STOCKLAND RESIDENTIAL COMMUNITIES	8.30am-10.30am
	2	Project Management Techniques, Scheduling	Andrew Harvey HQ MANAGEMENT	11.00am-1.00pm
	3	Contract, Property and Construction Law	Natalie Wigg, Mark Palermo SQUIRE SANDERS	2.00pm-4.00pm
MODULE 5 Monday 5 December BUILDING THE DEVELOPMENT	1	Civil Construction	Peter Bowyer THE CIVIL GROUP	8.30am-10.30am
	2	Water Sensitive Urban Design & Landscape Design	Glenn Hall formerly of THE CIVIL GROUP Andy Sharp CURTIN UNIVERSITY	11.00am-1.00pm
	3	Building the Development	Graham McArthur STOCKLAND RESIDENTIAL COMMUNITIES	2.00pm-4.00pm
MODULE 6 Monday 12 December PRACTICAL APPLICATION	1	Land & Property Economics	Gavin Hegney HEGNEY PROPERTY VALUATIONS	8.30am-10.30am
	2	Practical Management of Project Risk & Return	Steve Robertson PRM PROPERTY GROUP PTY LTD	11.00am-1.00pm
	3	Undertaking a Feasibility Study	Bruce Young SPATIAL PROPERTY GROUP PTY LTD	2.00pm-4.00pm

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GERRY GANNON

**GANNON MEDIA
COURSE COORDINATOR**

Gerry Gannon is one of Australia's leading conference facilitators and corporate MCs. A former radio announcer and journalist, he spent almost ten years working with ABC Radio in Perth, Sydney and Darwin as a Reporter, Producer and Presenter. Gerry's research is thorough and meticulous, leading to a lively and informed

handling of the issues. He has a firm grasp of the concepts and issues impacting on urban development and is a popular host for UDIA forums, conferences and events. He has a terrific ability to engage an audience in the proceedings of the day and to provide meaningful commentary on complex topics.



LYNDEN PRINCE

SENIOR ASSOCIATE

Lynden has more than 30 years' experience in community development, including expertise in community engagement and social planning in urban and rural communities globally. She has worked as a social planning consultant, community engagement specialist and educator with Australian and international nongovernment organisations, as well as with the private and government sectors. Lynden has a proven record in

establishing networks of relationships necessary for successful community building. She is currently co-facilitating an AusAID mentoring program for women's leadership development in the Solomon Islands.



MARIE MILLS

MILLS WILSON COMMUNICATION CONSULTANTS

Marie is a Fellow of the Public Relations Institute of Australia and Principal of Mills Wilson Communication Consultants. With a background in newspaper and broadcast journalism, she has more than 25 years communications experience. Much of her work over the past 15 years has been with Government and industry clients in planning, property, and major infrastructure development.



ANNE WAUGH

MIRVAC (WA) PTY LTD

Anne Waugh is Sales & Marketing Director for Mirvac Western Australia. In her role with Mirvac, Anne oversees the operations and strategic direction of sales and marketing for the developer's \$4 billion stable of current and planned projects across WA. Anne has more than 10 years experience in the property and development industry. Her extensive experience includes more than seven years driving the strategic marketing, sales and product development strategies for Delfin Lend Lease's large scale masterplanned community Springfield Lakes within South East Queensland.



RAY STOKES

SATTERLEY PROPERTY GROUP

Ray has extensive experience in all aspects of statutory and strategic planning and is well known to the planning and development industry in WA. Prior to taking up his current position as Director of Planning, Satterley Property Group, he held many senior positions in the Department of Planning and Infrastructure and its predecessors. Ray is a Certified Practising Planner and was recently elevated to Life Fellow of the Planning

Institute of Australia. In 2005, Ray was recognised with the UDIA's Distinguished Service Award for his leadership, knowledge and contribution to planning in WA.



MARTIN BOWMAN

RPS ENVIRONMENT & PLANNING PTY LTD

Martin Bowman is a founding director and principal consultant at Bowman Bishaw Gorham - Environmental Management Consultants, now RPS Environment. He has worked as an environmental consultant providing technical and strategic advice to the land development industry in Western Australia since 1981. Martin's principal expertise is in the provision of advice in relation to environmental management requirements and environmental

impact assessment for major new urban developments, focusing on urban water management. Martin has also served as an Adjunct Professor in the School of Environmental Science and Engineering at Murdoch University, where he was a foundation student in 1975.



MARGIE TANNOCK

SQUIRE SANDERS

Margie is a specialist in environmental law, town planning, sustainable development regulation, and local government practice. Margie works with public and private companies in the energy and resources, property and development, transport, and infrastructure sectors, as well as with several universities. She also has particular expertise in the government sector, having previously worked for both the Federal and local governments in

the areas of corporate and public law. With a deep understanding of the regulatory framework that applies to land development in Western Australia, Margie is able to deliver strategic advice and commercial solutions in relation to property and infrastructure developments and conducts planning and environmental appeals in the Supreme Court.



REBECCA SOMERFORD

SQUIRE SANDERS

Rebecca practices in the areas of environmental law, town planning and governance. Rebecca assists private and public companies to obtain the necessary planning and environmental approvals in respect of property and infrastructure developments. She provides advice and negotiates with local and state government to facilitate those approvals.

Rebecca also has extensive experience in mediation and litigation in respect of planning and environment appeals in the State Administrative Tribunal and the Supreme Court.



ERWIN ROBERTS

ROBERTS DAY

Erwin Roberts is a founding partner of Roberts Day, a town planning and urban design firm which provides specialist consultancy services to the land development industry. With consolidated expertise in structure and master planning, statutory planning, project co-ordination and negotiation, Erwin has played a pivotal role brokering statutory and design outcomes for many of the major projects undertaken by Roberts Day.



ANNE JOLIC

LEND LEASE

Anne has been with Delfin Lend Lease since 2004. Anne's current role is Project Director for Delfin's Alkimos project, a 224ha new master planned community being delivered in partnership with LandCorp. Prior to this role Anne held management roles on several significant Delfin projects such as Craigieburn, Lockerbie and Caroline Springs.

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STUART NAHAJSKI

STOCKLAND RESIDENTIAL COMMUNITIES

Stuart is a Senior Development Manager at Stockland with over 12 years experience in Perth delivering master planned developments such as Mindarie Keys, Somerly, Setters Hills and Newhaven. He has a Bachelors degree in civil engineering from the University of Washington and a Masters degree in project management from Curtin University.



ANDREW HARVEY

HQ MANAGEMENT PTY LTD

Andrew is the Director of HQ Management Pty Ltd, and is a versatile project manager with broad experience in areas of project management, urban design, civil and transportation infrastructure planning, marketing, communications, sustainability planning, and community development. The diversity of his experience acting for prominent private sector developers and Government development agencies in greenfield urban design and inner urban renewal projects enables him to provide strategic advice in land development at all development stages.



NATALIE WIGG

SQUIRE SANDERS

Natalie has nine years experience in front-end property and construction work in Western Australia, assisting owners and contractors in negotiating, reviewing and drafting complex construction contracts. She is also an experienced dispute resolution lawyer and has represented clients in mediation, adjudication, arbitration and litigation. Natalie assists the firm's clients with contract drafting, advice and all forms of dispute resolution.



MARK PALERMO

SQUIRE SANDERS

Mark practises in the areas of property, finance and general commercial law. Mark has experience in city and regional real estate developments (including office, industrial and urban developments), acquisitions, disposals and commercial and retail leasing, as well as joint venture and structured property contracting. He also has expertise in tavern and liquor store business acquisitions and regional airport development.



PETER BOWYER

THE CIVIL GROUP

Peter is a consulting civil engineer who has been involved with land development projects for over 30 yrs. He is Managing Director of The Civil Group specialising in all types of land development and related civil engineering projects. He is one of 12 Life Members of the UDIA, a Member of the UDIA Council and chair of the UDIA's Infrastructure Committee.



GLENN HALL

FORMERLY OF THE CIVIL GROUP

Glenn has 24 years experience in the land development industry with experience in NSW but mostly in WA. He is an Engineering Manager with the consulting civil engineering firm The Civil Group. Glenn manages the delivery of engineering objectives and has a particular interest in delivery of sustainable urban water solutions. He has been a Member of the UDIA Council and is a part of the UDIA's Urban Water Committee.



ANDY SHARP

CURTIN UNIVERSITY

Andy joins the Curtin University Properties team to oversee the development of Curtin Town – an exciting transformation of the university from an isolated suburban campus to the centerpiece of a major city centre with its own identity, life and vitality.

Andy is no stranger to major redevelopment having worked across Australia, Singapore, China and Abu Dhabi on transformational city centre redevelopments. He was recognised as a pre-eminent business leader by being awarded the WA Business News 40 Under 40 top business leader under 40 years of age, for his activities in design and business.



GRAHAM MCARTHUR

STOCKLAND RESIDENTIAL COMMUNITIES

As General Manager for the WA Residential business, Graham is responsible for leading the performance of Stockland's local operations. Since commencing with Stockland in 2001, Graham has played a key role in expanding these operations with staff of 53 people delivering 10 residential projects, including award winning projects such as South Beach and Newhaven. Graham's experience in urban development spans 30 years including managing the development of some of Perth's largest masterplanned communities. Graham is a Life Member of UDIA.



GAVIN HEGNEY

HEGNEY PROPERTY VALUATIONS

Gavin Hegney, Executive Chairman of Hegney Property Group is one of Australia's most prominent voices in property. During the last 30 years, Gavin has been an integral member of Western Australia's property industry and his insightful understanding of the property market is keenly sought and highly respected by many. He provides regular independent comment on all aspects of property for radio, television and print media sources and is regularly invited to present as keynote speaker to conferences at both a state and national level.



STEVE ROBERTSON

PRM PROPERTY GROUP PTY LTD

Steve is Managing Director of PRM Property Group a well regarded niche property development company he established in 1998 to manage and develop its own large scale broad hectare urban developments. Steve has over 35 years experience in the land development industry in WA & QLD, having played a key role in developing estates such as Booragoon, Bullcreek/Leeming, Kingsley/Woodvale, Ellenbrook, Vines Resort, Meve & Banksia Grove.



BRUCE YOUNG BSc, GradDip (Plan)

SPATIAL PROPERTY GROUP PTY LTD

Bruce is Managing Director of Spatial Property Group Pty Ltd, a specialist property developer and project management company that was formed in 2010. He has previously worked at Peet Ltd and sat on UDIA Council. Bruce holds degrees in Science and Town Planning. Bruce has experience in many forms of development projects from feasibility and acquisition, through to design, construction, marketing and sales.

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MODULE 1 BASIC SKILLS AND THE PLANNING FRAMEWORK

SESSION 1 BASIC SKILLS

This introduction will ensure you understand the key concepts of effective communication and negotiation skills.

- Negotiation skills
- Structured problem solving
- Time management
- Resource issues
- Team building
- Controlling the project
- Conflict resolution

SESSION 2 THE PLANNING FRAMEWORK IN WESTERN AUSTRALIA

This session will help you understand the statutory and strategic planning framework in Western Australia.

- The organization of planning in WA
- Strategic planning
- Statutory planning

SESSION 3 PLANNING LAW

You will gain an understanding of planning law and its application in Western Australia.

- Planning and Development Act
- Appeals process – the role of SAT and how it functions
- Case studies

MODULE 2 PROJECT PLANNING & MARKETING

SESSION 1 PLACE MAKING

In this session you will be introduced to the key concepts of urban design and place making.

- Principles of urban design
- Context analysis & Site analysis
- Design concepts
- Developing a concept plan – product mix
- Liveable streets, accessible urban places
- Placemaking
- Working with local government

SESSION 2 COMMUNITY ENGAGEMENT & DEVELOPMENT

Community engagement and integrating community feedback into project design is essential for a successful project and this session will show you key strategies to make that happen.

- Product conceptualisation & market research
- Identifying community groups prior to commencement of work
- Developing a community engagement plan
- Designing community engagement programs

SESSION 3 PROJECT CONCEPTUALISATION, MARKETING AND SALES

Market research is a key tool used to shape a project – learn how in this interactive session covering:

- Marketing and branding
- Establishing market position
- Developing a marketing plan
- Advertising and public relations
- Closing Sales (financing, customer management etc)
- Pre-sales and post construction sale marketing

MODULE 3 ENVIRONMENT AND SUSTAINABILITY

The concept of sustainable urban development and how it can be achieved is shaping the future of urban development. In this session you will be introduced to key concepts and tools.

SESSION 1 ENVIRONMENTAL SUSTAINABILITY

- Implications of climate change for the development industry
- Planning for climate change
- Roles of Federal, State and Local Government
- Greenhouse gas emission reduction in the development industry
- Rating tools & designing for energy efficiency
- Orientation of lots and dwellings
- Water optimisation

SESSION 2 ENVIRONMENTAL LAW

- Government agency responsibilities
- State and Federal Environmental Impact Assessment & Appeals Mechanisms
- Part V - Native Vegetation Clearing
- Relationship between Environmental law and Planning law
- Contaminated Sites

SESSION 3 SOCIAL AND ECONOMIC SUSTAINABILITY – DEVELOPER OPTIONS

- Knowing your community
- Demographic groups within a community
- Role of community development officer
- Use of technology (community intranets) in community building
- Achieving self sustaining communities
- Economic development strategies
- Revitalising town centres for economic development

MODULE 4 PROJECT MANAGEMENT

Project management is fundamental to the development industry. Learn basic tools and techniques that will help you to understand this complex area.

SESSION 1 PROJECT MANAGEMENT TECHNIQUES – BASIC

- Clarifying the scope - preparing a project plan
- Identifying consultants
- Scheduling simple projects
- Cost management
- Stakeholder management
- Scheduling the work
- Reporting

SESSION 2 PROJECT MANAGEMENT TECHNIQUES – SCHEDULES

- The Gantt Chart and Dependencies
- Critical Path analysis
- Estimating, applying estimating techniques
- (Basic) Feasibility Analysis
- Overall project context and strategic advice
- Basic risk analysis

SESSION 3 CONTRACT, PROPERTY AND CONSTRUCTION LAW

- A basic knowledge of Contract Law
- Trade Practices Act
- Consumer protection law
- Real Estate and Business Agents Act
- Covenants
- Property law
- Construction law
- Pre-sales

MODULE 5 BUILDING THE DEVELOPMENT

Getting the job done is essential but translating the planning to practice can be tricky. Learn from the experts about how to get the job done.

SESSION 1 CIVIL CONSTRUCTION

- Surveying and engineering input
- Working with service providers
- Earthworks, roadworks, pedestrian pathways and other works
- Preparing tender documents & Tender process
- Quality management
- Occupational Health and Safety

SESSION 2 WATER SENSITIVE URBAN DESIGN AND LANDSCAPE DESIGN

- Drainage design; managing water
- Water sensitive urban design
- Constructed lakes
- Creating a sense of place
- Public Open Space & the role of public art

SESSION 3 BUILDING THE DEVELOPMENT

- Dwelling construction
- Schools and community facilities
- Town centers

MODULE 6 PRACTICAL APPLICATION

Land economics and how these are applied to the financial management of projects is fundamental to the property industry. This session will give you a foundation in these concepts and bring together all of the information you have gained over 6 weeks and apply it to the development of a feasibility study.

SESSION 1 LAND AND PROPERTY ECONOMICS

- Property / land economics
- Land valuation
- Site valuation
- Due diligence
- Acquisition
- Compliance and taxation

SESSION 2 PRACTICAL MANAGEMENT OF PROJECT RISK & RETURN

- Understanding the accounting process within a project context
- Financial risk assessment and management for projects
- Project costing, pricing and financial planning and control
- Evaluating project financial performance & reporting

SESSION 3 UNDERTAKING A FEASIBILITY STUDY

This session will provide a practical case study based on a 500-lot staged subdivision.

REGISTRATION FORM

PROFESSIONAL DEVELOPMENT Program



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) @ \$4,235	Full program fee (non-member) @\$5,445
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<input type="checkbox"/> PAY PER MODULE	Fee per module (UDIA member) @ \$770	Fee per module (non-member) @ \$990
Module 1 – Communication and the Planning Framework		
Module 2 – Project Planning, Conceptualisation and Marketing		
Module 3 – Environment and Sustainability		
Module 4 – Project Management		
Module 5 – Construction		
Module 6 – Practical Application		

TOTAL FEE PAYABLE	\$	\$
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All prices shown are inclusive of GST

PAYMENT

<input type="checkbox"/> ELECTRONIC FUNDS TRANSFER	Reference Number:
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<input type="checkbox"/> CHEQUE	PO No.	<i>* Please note, cheques must be made payable to UDIA</i>
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<input type="checkbox"/> CREDIT CARD	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Diners <input type="checkbox"/> Amex	
Credit card number		
Cardholder's Name		
Amount	Signature	
Expiry Date		

REGISTRATIONS AND FEES

Course fees are payable in full prior to course commencement. A non refundable deposit of 25% of the fee payable secures your place. Balance is payable 30 days prior to course commencement.

CANCELLATION AND TRANSFER FEES

Cancellations received less than five working days prior to commencement of the course will result in loss of deposit. If cancellation is received less than two working days prior to start of course the FULL fee will be charged. Substitute to another participant can be made at the discretion of UDIA and no additional fee will be incurred.

Please advise promptly of name change. Note, no changes can occur once the course has commenced. In the event of Course Cancellation, all participants will be notified and a full refund offered. Alternatively, participants will be offered a place on the next available course.

PROFESSIONAL DEVELOPMENT POINTS

This course may attract Professional Development Points. Please check with your professional organisation.

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 (WA)
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