

2021

UDIA WA ADVERTISING OPPORTUNITIES

**ALIGN YOURSELF WITH
EXCEPTIONAL CONTENT**

+

**GET SEEN BY THE DECISION
MAKERS IN THE DEVELOPMENT
INDUSTRY**

+

**STUNNING EXPOSURE
POTENTIAL**



About UDIA (WA)

As the leading voice representing the urban development industry, the Urban Development Institute of Australia (UDIA) is at the forefront of all things development in Western Australia.

With a history spanning over 40 years, the Institute is the preeminent body that promotes excellence and innovation in the creation of the urban environment in WA.

Spanning the whole of industry (developers, finance, design and planning, to local government and state agencies, and all of the essential service providers too; engineers, environmental consultants, accountants, lawyers, builders, architects, and more) UDIA members work together to create vibrant, liveable communities across WA.

Representing all aspects and sectors of the development industry (with a particular emphasis on residential development, focusing on both land and built form/infill projects); UDIA holds a unique and well respected position. When it comes to informed conversations on the growth of Perth, UDIA offers an unrivaled insight.

Align your brand with excellence



Advertising with UDIA (WA)

There are currently three advertising avenues available*

1 - The Urbanist
(Digital & Hard Copy)



2 - Urban Express
(Digital eDM)



3 - The Urbanist Live
(Digital podcast)



*Terms and conditions apply

the urbanist

Developing the future of WA

The Urbanist is the quarterly magazine produced by the Urban Development Institute of Australia (UDIA WA).

UDIA WA's magazine is an exciting product that provides members and development industry stakeholders with in-depth, well researched articles and information relevant to current and emerging issues and trends impacting on the property and development industry in WA.

Produced in hard copy and digital format, this magazine provides the ideal opportunity to engage with the development industry.

Hard copy delivered direct to over 300 subscribers and digital copy sent out to over 4000 subscribers.



The Urbanist Inside Front Cover

Premium position



Exceptional exposure



**Printed on 300gsm
glossy stock**



Only 1 space per edition



Rates*

1 Edition	\$2,000
2 Editions	\$3,900
3 Editions	\$5,750
4 Editions	\$7,500

*All prices are ex GST

The Urbanist Full Page Single

**Left or right page
position preference**



Exceptional exposure



**Positioned alongside
engaging content**



**Limited spaces per
edition**



Rates*

1 Edition

\$1,500

2 Editions

\$2,900

3 Editions

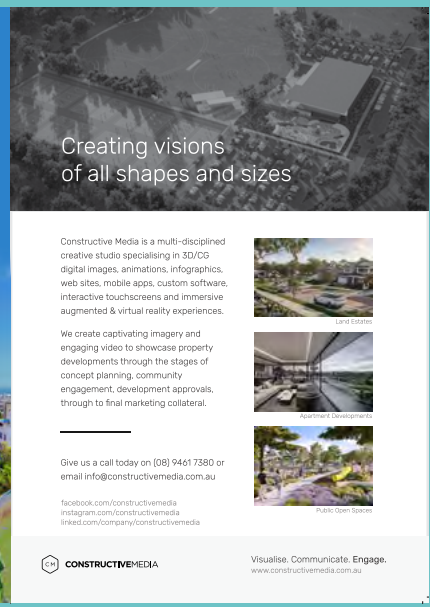
\$4,250

4 Editions

\$5,500

*All prices are ex GST

Creating visions of all shapes and sizes



Constructive Media is a multi-disciplined creative studio specialising in 3D/CG digital images, animations, infographics, web sites, mobile apps, custom software, interactive touchscreens and immersive augmented & virtual reality experiences.

We create captivating imagery and engaging video to showcase property developments through the stages of concept planning, development approvals, through to final marketing collateral.

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Other major cities that are implementing similar concepts include Chicago, New York, London, and Melbourne. The new 'Office Park' for 2020-2025 will be the city and area and has a goal to be the most livable and walkable city in North America, reducing the average commute to 15 minutes.

Both Professor Monico and Mr Hart agree that Perth could look to provide a similar model. "The notion of proximity varies according to the density and characteristics of the territory. For this reason, the president of the 15-minute city is not a 15-minute city for all compact urban territories," Professor Monico advises.

"It's not the same but implementation is adapted to higher densities and lower floors," Mr Hart says that working in partnership with the city and state is essential to ensure the success of implementing a concept like this.

"The job is to ensure an alternative policy that is more forward-looking and more inclusive," Mr Hart said.

Image: Barcelona is a pioneer in the city of proximity.



PLANNING FOR THE FUTURE

When our Premier Mark McGowan on the cover of our inaugural edition of *The Urbanist* said "We're living in a changing world", never would we have anticipated the degree of change we would experience in the following weeks with the impact of COVID-19 on our lives, our economy and sadly for many, our health.

As your industry body, UDIA WA has worked tirelessly since the pandemic broke to advocate for urgent industry stimulus in order to maintain jobs and economic activity as we head towards a recession and at the time of writing, it appears our Federal and State Government have listened.

A new construction stimulus will provide the industry with a lifeline to absorb the economic shock of the pandemic that would otherwise create havoc when the pipeline of activity slows to a trickle in a couple of months time. The industry with its job multiplier is well placed to assist in rebuilding the WA economy over the months and years ahead.

We have seen the biggest legislative change in planning in many years with the introduction of the Planning & Amenity to Planning sub-divisions. This has led to the speed and quality of approvals achieved in Perth and across the South Coast.

UDIA WA is closely working to push for community projects that are funded by developers to be brought forward. Infrastructure investment is a critical component in recovering from the economic shock of COVID-19, and in this edition of *The Urbanist* - we talk to the leaders of the two most critical bodies guiding the prioritisation, funding and development of major infrastructure in WA and the rest of the country.

The catch phrase 'place-based' has become the new trendy term in public policy, and with merit. As Infrastructure Australia CEO Romilly Hadow highlights, infrastructure planning and needs assessment needs to be undertaken on a place-based level to ensure the significant attention has been diverted to the industry, market and government response to the impacts of the pandemic, as well as the impact on the environment, livability and urban development in the future.

Professor Tony Wong, the Chair of Urban Governance, writes that our ageing infrastructure that has historically served our cities will not address the complex challenges ahead.

There are few that understand the immense and complex challenges of planning for the future than UDIA's General - Department for Planning, Lands and Heritage Gail McGowan. Gail has written about the need to look for the opportunity in disruption as

SHAPING CITIES AND COMMUNITIES

As we navigate the global impacts of COVID-19, URBIS continues to shape the urban environment and thriving communities across Western Australia.

To meet the needs of a growing population and an evolving urban landscape, URBIS provides a variety of services to help you connect your vision to a better outcome, every time.

If you would like to learn more about working with our specialist team,

URBIS.COM.AU

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Creating places FOR THE NEW GENERATION

Whatever your thoughts on Gen Z Thurburg are, she is one of the leading voices of the emerging generation known as Gen Z (Gen 2).

Following from the Millennial generation, Gen Z comprises a cohort of young people up to the age of about 25 and who, much of this generation are still students, they represent the next wave.

As Max Thurburg has shown, this is a generation called to voice their opinions, similar to their Millennial predecessors but it is important to note that Gen Z is arguably not to be confused with Gen Z.

Similar to Ms. Slessor, Right Angle Studio Strategy & Insights Director Barrie Barton says Gen Z are much more concerned about self-awareness than self-promotion.



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PERTH 124 St. George St, East Sydney
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Homes for Homes

Initiated by The Big Issue, over the next 30 years Homes for Homes aims to build more than \$1 billion for social and affordable housing.

Homes for Homes is a simple promise that when a home sells, whatever that is 0.1% of the sale price will be donated to helping build homes for those in need.

There are also philanthropic opportunities for the private sector to contribute to.

Minister McGurk urges private organisations and individuals to hook into existing services rather than start something new so that work already underway is supported and not undermined.

"Don't start your own effort; you need to link up with an existing service and we have an obligation to support those services," the Minister said.

In Fremantle, the private sector successfully supported a Housing First initiative called '20 Lives, 20 Homes' that was an initiative based on another successful program, '50 Lives, 50 Homes' which housed more than 147 rough sleepers in Perth over three years.

With a private sector fund of \$1 million, the State Government contributed \$300,000 to trial a private rental subsidy that gave private rental participants access to housing by tapping into the private rental market.

Properties are being leased and managed by Foundation Housing and participants are charged weekly rent that is subsidised at a similar rate to that applied to social housing properties.

"We've a year into that project and last time I checked there were 18 people that had been housed even though stock has been an issue," Minister McGurk said.

A trial program from Mr Timmins when it comes to private industry involvement in this space is clear.

"If you want to make a profit out of this, there is no room for it."

HELPING CREATE EXCELLENCE IN ENVIRO DEVELOPMENT

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Targeted at lowering environmental impact, Nature Based Play can make use of cleared timbers and stone to create nature-inspired landscapes. Working with locally sourced materials we produce site specific original designs. Our Design and Construction teams will create memorable spaces which bring nature's touch to your project.

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Homes for Homes will grant money raised to experienced housing providers to build the lack of homes for those living on or below the poverty line.

For more information head to www.homesforhomes.com.au



The Urbanist
2-page centre spread

←

**Perfect for promoting
a key message**

Exceptional exposure

**Fully adaptable to
your preference**

**Only 1 space per
edition**



→

Rates*

1 Edition **\$2,750**

2 Editions **\$5,400**

3 Editions **\$8,000**

4 Editions **\$10,500**

*All prices are ex GST



Half-Page

Left or right page preference



Exceptional value



Positioned alongside engaging content



We are LD Total
the leaders in landscape
design and construction

There is a reason why the D&C model is an extremely successful method of landscaping all over the world, and Australia is starting to see why!

COLLABORATIVE |

Working with the entire project team to expedite landscape works within civil programs saving time and money.

EFFICIENT |

One point of contact allows seamless delivery from design to administration and construction, which is why we can offer significantly reduced design fees.

TRANSPARENT |

We encourage regular reviews of our rates by an independent third party to ensure market pricing is achieved. We also provide supplier quotes on bespoke items.



Rates*

	HP	QP
1 Edition	\$850	\$500
2 Editions	\$1,600	\$950
3 Editions	\$2,300	\$1,250
4 Editions	\$3,000	\$1,650

*All prices are ex GST

Quarter-Page →

Ideal for a quick message ✓

Exceptional value ✓

Positioned with engaging content ✓



We are LD Total
the leaders in landscape
design and construction

There is a reason why the D&C model is an extremely successful method of landscaping all over the world, and Australia is starting to see why!



The Urbanist Inside Back Cover

Premium position



Exceptional exposure



**Printed on 300gsm
glossy stock**



Only 1 space per edition



Rates*

1 Edition	\$2,000
2 Editions	\$3,900
3 Editions	\$5,750
4 Editions	\$7,500

*All prices are ex GST

The Urbanist Back Cover

Exclusive position



Guaranteed exposure



**Printed on premium
glossy stock**



Only 1 per edition



Rates*

1 Edition

\$2,500

2 Editions

\$4,900

3 Editions

\$7,250

4 Editions

\$9,500

*All prices are ex GST



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the urbanist
Developing the future of WA

#04 2020

2021 STATE ELECTION SPECIAL

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+
PLANNING REFORM UNDER THE MICROSCOPE
+
UDIA WA'S STATE ELECTION CAMPAIGN

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the urbanist
Developing the future of WA

#02 2021

INTERNATIONAL STUDY TOUR EDITION

CHARTING THE RISE OF 15-MINUTE CITIES
+
INTERNATIONAL CLIMATE CHANGE STRATEGIES
+
LIVEABILITY UNDER THE MICROSCOPE

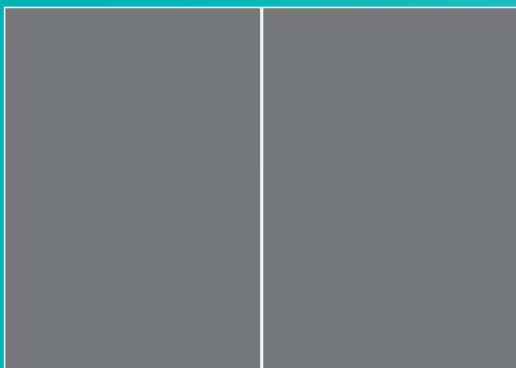
The Urbanist Specs



Full Page

210 w x 297 h mm

With 5 mm bleed



2-Page Centre Spread

420 w x 297 h mm

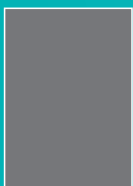
With 5 mm bleed



Half Page

210 w x 150 h mm

With 5 mm bleed



Quarter Page

105 w x 150 h mm

With 5 mm bleed

File Format

Files to be created in PDF version 1.3 or 1.4.

PDF files to be supplied in CMYK format with all fonts embedded into the file. RGB or spot colour files will be rejected.



Urban Express

The Urban Express is the development industry's weekly communiqué, delivering highly valued informative updates which reaches thousands of industry stakeholders in Western Australia.

An impressive open rate (averaging 35%) and a targeted audience of property developers, builders, consultants, essential service providers and key decision makers, it's the perfect way of getting your brand in front of industry in a reliable way and on a consistent basis.

With up to 50 editions across the year, offering over 225,000 "hits", the exposure you receive from the Urban Express is unsurpassed.

In 2021 and beyond, UDIA communications will continue to be the respected and sought after source for information, data, updates and insights on all things development in WA.

Rates*

1 Edition	\$275
2 Editions	\$500
4 Editions	\$990
8 Editions	\$1,800

Specs

Banner ad: 600 x 250 mm

Hyperlink capable

PNG or JPEG images required

Exclusive banner in a prime position directly under the From the CEO section

*All prices are ex GST

the urbanist // LIVE

Developing the future of WA

The Urbanist Live is UDIA WA's podcast series that explores the latest property market news and trends.

The Urbanist Live has been produced to complement our quarterly magazine, The Urbanist, and has been made freely available to everyone as we believe in the value of sharing great ideas.

The podcast is an exciting and popular product that provides an excellent opportunity to reach a large number of industry professionals in an easy and accessible way.

Alternate episodes feature a special guest and UDIA WA have set up a special series dedicated to diversity and inclusion.

Specs

Up to 30 seconds announcement at the start of the podcast (pre recorded or host can read from script)

A short acknowledgement by the podcast host (such as "thanks again to our hosts...") at the end of the podcast

Branding exposure via logo with hyperlink included on the EDM announcing the release of each edition; on the podcast webpage; and across any social media mentions of the podcast

Exclusivity as sponsor for the allocated editions

Topics of podcast discussion at UDIA WA's discretion

Rates*

1 Episode	\$500
2 Episodes	\$950
3 Episodes	\$1,400
4 Episodes	\$1,800

*All prices are ex GST



Agreement

Advertising option	Number of editions/episodes			
	1	2	3	4
The Urbanist				
1-page - Standard				
1-page - Back Cover				
1-page - Inside front/Back				
2-Page Centre				
Half-Page				
Quarter-Page				
Urban Express	1	2	4	8
Banner Ad				
The Urbanist Live	1	2	3	4
Pre/Post episode announcement				

COMPANY	
REPRESENTATIVE (NAME & POSITION TITLE)	
CONTACT DETAILS (MOBILE & EMAIL ADDRESS)	
YOUR NOMINATED MARKETING CONTACT- Name, Email & Phone	
TOTAL INVESTMENT (EXC GST)	
TERM OF ENGAGEMENT (PREFERRED EDITIONS)	
SIGNATURE	
DATE	
ACCEPTED BY UDIA WA	
DATE	



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