

CPD ACCREDITED
PROFESSIONAL DEVELOPMENT PROGRAM



UDIA PROPERTY DEVELOPMENT PROGRAM

*Designed to meet the needs of Victoria's
residential property professionals*

ABOUT THE PROGRAM



AIM

The UDIA 6-Day Property Development Program introduces participants to the various areas of knowledge required to operate effectively in Victoria's residential property development sector, and to give professionals the skills and confidence required to better manage future projects. Content is delivered in person with a small group of participants to encourage interactive discussion. Each session is designed to provide a high level introduction and view of high level development concepts. Course presenters will provide an overview that empowers participants to ask good questions of their project teams and consultants, and to understand the answers.

Course content is designed and facilitated by the UDIA (the national peak body for the residential property development sector and a 45 year credible brand). Course presenters are respected in the property development sector as active participants, and provide insights to enable participants to navigate through the entire residential property development process here in Victoria.

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
- There are no exams or assessments and no preparation is required. The program objective is to connect participants to expert, on the ground residential property development professionals, in a real-time environment.

WHO SHOULD ENROL?

- Graduates
- Individuals new to residential 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 residential property development industry (such as consultants, planners, asset managers, property analysts, economists, engineers, architects, lawyers, accountants, marketers and administrators).

PROGRAM BENEFITS

BENEFITS FOR PARTICIPANTS

- A Victorian designed course to suit local requirements
- Experienced presenters from the Victorian property development industry
- Make new contacts and gain 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.

CONTINUING PROFESSIONAL DEVELOPMENT (CPD)



UDIA Victoria's 6-Day Property Development Program and embedded sessions are approved by the The CPD Standards Office.

One CPD point is assigned per each hour of learning throughout the program.

“One of the most beneficial educational programs I’ve ever attended.”

- RICHARD FACEY
PROJECT MANAGER AT PARKLEA

PROGRAM DETAILS



COURSE DURATION AND DATES

The six day program is delivered one day per week for six weeks with each day running from 9:00am-4:30pm with a 30 minute lunch break. Participants can enrol for single one-day modules, or for the complete program.

MAY-JUNE 2023

Thursday 11 May | Session One
An Introduction to Property Development

Thursday 18 May | Session Two
Securing the Right Site

Thursday 25 May | Session Three
Marketing to get the Best Outcome

Thursday 1 June | Session Four
Understanding the Planning Process

Wednesday 7 June | Session Five
Design and Build

Thursday 15 June | Session Six
Managing Projects

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

LOCATION

The UDIA Property Development Program is delivered in-person in Melbourne CBD based on Government health advice at the time.

PROUD EDUCATION PARTNER

red23

red23 are a leading specialist sales and marketing partner for land developments, medium density and mixed-use property development projects across Victoria.

They become an extension of your development team and seamlessly create tailored and nimble marketing and sales strategies, based on timely and customised research, to enhance new land and housing projects.



PRESENTERS AND FACILITATORS



KEN MUNRO
UDIA Program
Facilitator



MARTIN GAEDKE
Project Director
Moremac Property



LAURENCE HUTT
Development
Manager
Cedar Woods



**JONATHAN
MAYES**
Research Manager
RPM GRP



**STEWART
MCKENZIE**
Associate Director
Charter Keck Cramer



MICHAEL DARBY
Founder
Quantum United
Management



**ALISON
KENNEDY**
Partner
Clayton Utz



**CAMERON
FORBES**
Senior Associate
Clayton Utz



JOHN YUEN
Acquisitions
Manager
Villawood
Properties



SIMON LEE
Development
Director
Bridge42



**SARA
ANDREADIS**
Senior Marketing
Manager
Core Projects



NIKKI HAY
Retail Director
Core Projects



**HARVEY
GARRETERO**
General Manager,
New Communities
Oliver Hume



**LEANNE
KRSTEVSKI**
Chief Executive
Officer
the8agency



**ROHAN
DAVIDSON**
Director
Winslow



BEN DE WAARD
Director
Sustainable
Development
Consultants



BRENT MCLEAN
Director Outer
Melbourne
Victorian Planning
Authority



**KATHY MITCHELL OR
SENIOR PANEL MEMBER**
Chief Panel Member
Planning Panels Victoria |
DELWP



CHRIS DE SILVA
Director
Mesh Liveable
Urban Communities



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



TIM PEGGIE
Director | Melbourne
Ethos Urban



**ROBERT
STOPAJNIK**
Development Director
– Urban Communities
& Development
Development Victoria



JACOB PETERSON
Associate Team
Leader Urban Design
| Urban Designer
Mesh Liveable
Urban Communities

Speaker profiles available online at www.udiavic.com.au/our-industry-presenters

PROGRAM CONTENT



AN INTRODUCTION TO PROPERTY DEVELOPMENT

SESSION ONE

Learn how to identify a potential site for a range of residential 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.

1 | An Opportunistic Business

- Commercial awareness
- Understanding the state of play
- Knowing the market
- Case study – Williams Landing by Cedar Woods

2 | Analysing The Opportunity

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

3 | Property Development Market

- Market sectors
- Impact of economic factors on property market
- How to translate current data
- Sworn valuations
- Market information
- Methodology and experience

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

SECURING THE RIGHT SITE

SESSION TWO

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.

1 | Development Structures, Tax And Duty Issues

- Trusts vs companies
- Joint ventures vs development agreements
- Tax considerations, duty and GST
- Land tax and GAIC

2 | Due Diligence

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

3 | Apartment Feasibility

- Built form feasibilities
- Site and planning analysis
- Financial breakdown and level of return
- Due diligence considerations

4 | Doing The Deal

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

5 | Documenting The Deal

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

PROGRAM CONTENT

MARKETING TO GET THE BEST OUTCOME

SESSION THREE

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.

1 | Marketing Apartment and Greenfield Projects

- The role and purpose of marketing within a project team
- Establishing Market Position
- Target Audience
- Appealing to the target market
- Getting the best out of the site
- Locking in the Competitive Advantage
- Focus Groups
- Competitors
- Finding the gap between market needs and current market offers
- Using technology and social media to generate leads

2 | Strata Requirements in New Developments - Apartment and Greenfield

- Strata involvement through the development process
- Titling options
- Your obligations now and into the future
- Governance, budgets & insurances
- What happens at completion?

3 | Affordable Housing

- Affordable Housing Types
- Affordable Housing Models
- The Commercial Imperative
- Build to Rent
- Shared Equity
- Economic Models

4 | Urban Design and Place Making

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

5 | Role of Sales Agents

- Role of Marketing (to get leads) and role of Sales (to turn leads into sales)
- How Sales Agents go about their business
- How developers and marketers assist in the sales process
- Changing nature of sales roles in different market cycles
- Getting sales to stick (and not fall over)
- Prequalification for finance, guiding customers through their choice and process
- Selling built form and house and land – differences
- Relationship between land sales agents and house builder sales
- Sales agents role in collecting marketing data

PROGRAM CONTENT



UNDERSTANDING THE PLANNING PROCESS

SESSION FOUR

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, time-frames, cost and the planning process.

1 | Planning Panels

- Planning Panel Hearings
- Giving Evidence
- Approval Process
- Understanding the Victorian Planning Process

2 | Understanding State Planning Policy

- The PSP Process
- Engaging a Town Planner
- Involvement in the PSP Process
- Background Reports

3 | Precinct Structure Plans

- PSP Reform Agenda
- PSP 2.0 approach
- Victorian Planning Authority enhanced PSP process featuring greater co-design with councils, agencies and landowners

4 | Planning Permits and Infrastructure Contributions

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

DESIGN AND BUILD

SESSION FIVE

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

1 | Planning Permits to Titles

- Engaging consultants
- Managing the project team
- Working with service providers
- Preparing tender documents – types of contracts
- Statement of Compliance
 - Practical completion
 - Approvals from service providers
 - Compliance from council
 - Subdivided lot titles

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

3 | Sustainable Urban Development

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

4 | Built Form Development

- Post planning permit project management and delivery
- Design management, value management and construction tender
- Marketing / sales and financing developments
- Construction delivery and superintendent contract administration

PROGRAM CONTENT

MANAGING PROJECTS

SESSION SIX

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.

1 | Project Management and Risk Identification

- Role of the project manager and development manager
- Clarifying the scope
- Managing time, cost and quality
- Identifying and managing risk
- Understanding the phases
- Applying project management techniques to each phase
- What to look out for at each stage

2 | Project Management Techniques, Procurement and Resourcing

- Gantt chart and dependencies
- Critical path analysis
- Cost management
- Procurement process
- Resourcing issues
- Goal setting
- Communication and conflict resolution

3 | Project Management Case Studies

- Build or consolidate a fundamental understanding of project management
- Define scope and develop an approach or strategies
- Practically apply techniques, templates and tools to manage, control and deliver projects

ADD ON SESSION

If you would like to learn how to deliver built form developments through a dedicated case study, ask us about this additional 5 hour session, held over 2 days.

UDIA Built Form Case Study - Townhouse Developments

This course will look at the end to end conception, design, development and delivery of small scale domestic construction from a developer's perspective. It will cover the life cycle process from site acquisition, due diligence, feasibility analysis, town planning, through to detailed design, sales and marketing, financing and construction management. It will provide practical tips and tools to successfully navigate the small scale development process from start to finish. We will use a real life case study to demonstrate the feasibility, tips and strategies and management tools needed to successfully deliver a project.

Day 1 | 2.5 Hours

- Getting Ready – Legal and Tax Consideration
- Due Diligence and Feasibilities
- Town Planning and Preliminary Design
- Case Study – Townhouse Development Feasibility and Due Diligence

Day 2 | 2.5 Hours

- Detailed Design and Tender
- Sales and Marketing
- Financing Developments
- Construction Management and Completion

PROGRAM FEES



REGISTRATION FEES (INCLUSIVE OF GST)

UDIA MEMBER

Full Program Fee
\$4,498

Fee Per Session
\$898

**Corporate Pass
(2 or more Full Program Registrations)**
\$3,898 per person

NON MEMBER

Full Program Fee
\$5,898

Fee Per Session
\$1,198

STUDENT MEMBER

Full Program Fee
\$3,498

Fee Per Session
\$698

COURSE INCLUSIONS

- A Certificate of Participation will be provided to individuals that take part in one or more sessions.
- A Certificate of Completion will be issued for individuals that complete the full program.

REGISTER FOR THE PROGRAM

To register online, please visit www.udiavic.com.au/pd

Alternatively, please fill in the registration form at the end of this booklet and return to UDIA Victoria via email or post

Attention: Luke Green
Professional Development and Marketing Manager
Email: pd@udiavic.com.au
Ph: 03 9832 9600

UDIA Victoria
Level 4, 54 Wellington Street,
Collingwood VIC 3004

*Save 25% with
your UDIA
Membership*

REGISTRATION FORM

PERSONAL INFORMATION

First Name

Surname

Position (or Course for Student Members)

Company (or Training Provider for Student Members)

Address

COURSE FEES (INCLUSIVE OF GST)

CURRENT MEMBERSHIP STATUS

UDIA Member Non Member Student Member

ENROL IN FULL PROGRAM

6 Day Program
Property Development Program

PROGRAM DATES

11 May -
15 June 2023

ENROL IN INDIVIDUAL SESSIONS

Session One
An Introduction to Property Development

Thursday
11 May 2023

Session Two
Securing the Right Site

Thursday
18 May 2023

Session Three
Marketing to get the Best Outcome

Thursday
25 May 2023

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Thursday
1 June 2023

Session Five
Design and Build

Wednesday
7 June 2023

Session Six
Managing Projects

Thursday
15 June 2023

REGISTRATION FORM



CONTACT DETAILS

Telephone

Mobile

Email

Development area of interest

Greenfield

Built Form / Apartment

Special needs

PAYMENT DETAILS

Electronic Funds Transfer

EFT Details | Bank of Melbourne

Account Name | UDIA (VIC)

BSB | 333 037

Account Number | 700744908

Cheque

Must be made payable to UDIA Victoria

Credit Card Payment

by selecting this option you are providing permission for the UDIA Victoria Accounts Team to call the mobile number provided on this application form to request your contact details over the phone.

TERMS AND CONDITIONS

Cancellation and Transfer Fees

Please note that no credit or refunds are available for cancellations received less than 7 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: Urban Development Institute of Australia (Victoria)
Email: pd@udiavic.com.au
Telephone: +61 3 9832 9600

ABOUT UDIA

AIM

The Urban Development Institute of Australia (UDIA) is a nationally recognised industry association. The UDIA Victoria Division advocates on behalf of residential property development professionals on issues that impact the delivery and cost of development, the strength of the new housing market and the future of new communities in Victoria.

Focused on housing, UDIA informs and engages government and industry members, enabling better policy, better business decisions, and better community outcomes. The UDIA has been representing the industry in Victoria for more than 45 years, and has a strong and engaged membership, consisting of 50,000+ individual professionals. All our members benefit from a purposeful policy agenda, effective advocacy activities and highly relevant business services including events, information, news, professional development and networking opportunities.

A key role of the UDIA is to educate members of the Victorian urban development sector to facilitate better planning and development outcomes. With our suite of specialised professional development courses, we provide practical and theoretical insight to give professionals the skills, confidence and know-how required to thrive in the business world.

All our courses and training programs are specifically tailored to meet the needs of professionals operating within the local property industry. Therefore, participants benefit from highly relevant content, valuable networking opportunities, and lessons to last a lifetime.

PROPERTY DEVELOPMENT PROGRAM PARTNERS



CLAYTON UTZ



ETHOS URBAN



Moremac.



THE CPD STANDARDS OFFICE
CPD PROVIDER: 21940
2021-2023
www.cpdstandards.com

CONTACT US

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