



UDIA VICTORIA ADVOCACY ACHIEVEMENTS 2024-25

UDIA
VICTORIA:
DELIVERING
FOR OUR
MEMBERS

FROM THE CEO

UDIA has a bold advocacy agenda with our focus 100 per cent on the urban development industry here in Victoria. We are committed to delivering powerful and relevant advocacy to reposition Victoria as a premier property destination. We support the people and businesses creating homes and thriving communities in both metropolitan and regional centres.

In the last 12 months, we have secured major commitments and reforms to address the housing crisis, and to support industry. We have a seat at the table for every policy reform program affecting our industry. We work constructively with the highest levels of government, but we aren't afraid to hold policymakers to account – whether that's behind closed doors or in front of a microphone.

Our success draws from the deep industry knowledge and technical expertise of UDIA Victoria's Board, our informed advocacy team and Policy Committees. As we head into a state election next year, we are gearing up for another strong year of advocacy, with tax reform and faster approvals firmly in our sights.

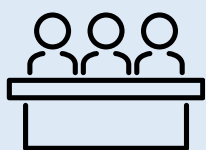
We thank you for your support and invite you to partner with us in 2025-2026.

We are your voice and we've got your back.



LINDA ALLISON

UDIA VICTORIA - STRENGTH IN NUMBERS



200+

Committee Members



7,500

Member Contacts



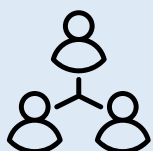
100+

Submissions this Financial Year



330

Member Companies



15+

Government Working Groups



9

Expert Committees

50 YEARS OF INDUSTRY LEADING ADVOCACY



This year, UDIA celebrates 50 years of industry leading advocacy on the issues that matter most to the urban development industry.

For half a century, UDIA Victoria has been the unwavering voice of the urban development industry, championing the policies, reforms, and innovations that shape the places where Victorians live, work, and thrive. From our inception in 1975 to today, we have stood at the forefront of change—advocating for smarter planning, better housing choices, and the infrastructure our growing communities need. Over 50 years, we have worked alongside industry and government to drive progress, unlock opportunity, and build a more prosperous Victoria. As we mark this milestone, we honour the legacy of bold advocacy, industry leadership, and a shared commitment to delivering a better future for all Victorians.



ADVOCACY RESULTS IN 2024-25

Over the last 12 months UDIA has achieved strong advocacy results on behalf of our members and the industry overall:

- Secured an expansion of off-the-plan stamp duty concessions aimed at incentivising new apartments and townhouse development. We will continue to fight for an extension of this initiative.
- Achieved government recognition of the important role of greenfield development sector through the release of the [10-Year Greenfield Plan](#). We are calling for a similar plan for regional Victoria and more, including an effective developer concierge service, streamlined PSP planning and post-PSP approvals.
- Advocated for a new townhouse code to introduce a deemed to comply assessment pathway to speed up approvals, increase housing supply, and provide greater certainty to development.
- Banded government and industry together to understand the excessive delays with the CHMP process. Our pragmatic reforms are now under consideration by government.
- Engaged in extensive consultation on reforms aimed to streamline planning processes, identifying and removing the barriers that cause industry uncertainty and drive up the cost of development.
- Secured commitments from Melbourne Water and other water authorities to collaborate directly with industry to remove roadblocks to development that hinder housing supply.
- Reduced development taxes in the new proposed developer bond outlined in [The Building Legislation Amendment \(Buyer Protections\) Bill 2025](#) to minimise its impact on development. We will continue to advocate for further improvements through ongoing consultation on associated regulations.
- Advocated for clear pathways for developers in navigating the recent rediscovery of the Grassland Earless Dragon and its impact on the development of Melbourne's western growth corridor.

ADVOCACY PRIORITIES IN 2025-26

With a state election in late-2026 and all sides of politics focusing on housing, UDIA advocacy has never been more important.

Our advocacy is effective because it is targeted, responsive, deliberate, measured and strategic. UDIA's advocacy is tailored to each specific issue. We work to ensure that we represent the industry in the most effective, efficient and responsive manner.

Our advocacy priorities for 2025-26 are developed to address the current housing crisis, to reposition Victoria as a premier property destination and to support industry to deliver more homes. There are also significant economic and regulatory factors affecting the viability and deliverability of residential development across all settings. Our key priorities include:

Streamlining assessment and decision-making to unlock housing supply

UDIA remains committed to driving reforms in planning processes to reduce costly delays. We actively engage with government to ensure planning system changes are effective and improve efficiency in referral and utility authority processes to accelerate land and housing delivery. Water authorities, biodiversity, cultural heritage and infrastructure delivery are firmly in our sights.

Shaping sensible building reforms that support urban development

UDIA supports measures that enhance consumer confidence in the building sector but warns against excessive regulation that could increase development costs. We are extensively engaged with government to ensure reforms, such as the Developer Bond Scheme and additional consumer protection measures, do not create unintended barriers to housing supply.

Fixing Victoria's over-reliance on property sector taxation

UDIA is advocating for a fairer approach to property taxation that encourages investment in development and housing affordability. The state's over-reliance on property taxes drives up development costs and discourages investment. We will continue to push for reforms that reduce the financial burden on new housing and restore Victoria's competitiveness.

Improving the viability of affordable infill development

UDIA acknowledges the need to increase housing in established suburbs but stresses the Victorian Government needs to do more to support infill development to achieve this outcome. We are advocating for streamlined planning processes, reduced development taxes and regulatory reforms.

Securing long-term certainty for greenfield growth area development

UDIA is advocating for an improved long-term strategy for the development of Victoria's growth areas. Ongoing delays to Precinct Structure Plans (PSPs) and post-PSP approvals are stalling housing delivery. We are advocating for government to provide forward-looking infrastructure and planning commitments that enable well-connected, liveable communities.

Timely and cost-effective investment in enabling infrastructure

UDIA is championing a better approach to infrastructure investment to support Victoria's growing communities. We are advocating for targeted, timely and transparent investment in enabling infrastructure to support Melbourne's newest suburbs, including transport connections, healthcare, education and major utilities.

Our advocacy priorities are informed by our Board of Directors, policy committees, regional chapters and our broader membership. With over 7,500 individual industry experts as members and over 200 dedicated committee representatives, our advocacy is tested, trusted and true. We are constantly striving for improved outcomes for industry and the community.



TESTIMONIALS

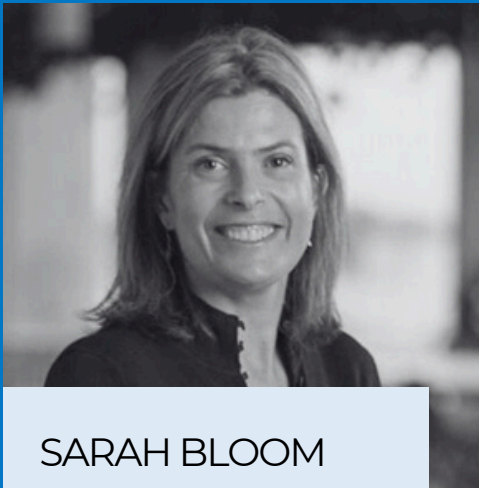
"For 50 years, UDIA Victoria has supported industry through the peaks and troughs of the Victorian development cycle. As we wrestle with some of the most challenging conditions ever faced, now is the time to get behind your peak body for urban development.

I urge all members to add to UDIA Victoria's strong voice by renewing your membership for FY26. On behalf of the Board, we thank you for your loyal support, and we are committed to advocating for reform and opportunities to enable our industry to deliver more homes and communities for the Victorian industry."



TOM TREVASKIS

CEO, Moremac



SARAH BLOOM

General Manager
Development Victoria at
Frasers Property Australia

"Frasers Property Australia (FPA) values highly UDIA Victoria's determination and efforts to represent and advocate for its members, especially in these more challenging times. Over the last 12 months, the UDIA Victoria team has focussed on achieving the right policy and regulatory settings with a focus on unlocking land for development and addressing housing affordability.

Linda Allison, her team, and the Board members are always available to listen and discuss matters impacting our industry and represent our best interests."

"UDIA Victoria works tirelessly to represent the interests of its members. For my business, UDIA membership offers unparalleled access to the best network in the industry, data and intel to inform my commercial decisions, and the reassurance that our industry concerns are being heard at the highest levels of government.

As Director and Treasurer, I see first-hand the commitment from the team, its ability to punch above its weight, and the collegiate approach from the Board to the committee members and our partners. Our influence also relies on a strong and diverse membership base, so I encourage members to amplify UDIA's strong voice, by continuing membership into 2025 and beyond."



KATHY JOHNSON

Managing Director,
Yarraport

UDIA IN 2025

LEADING VICTORIA'S DEVELOPMENT INDUSTRY



VISION

To be the leading industry association for a thriving urban development industry

PURPOSE

To represent, educate, connect and inform the urban development industry

VALUES

LEADERSHIP

Be a vocal leader in policy and public discourse on behalf of the industry

COLLABORATION

Work with all stakeholders and members to improve and advance the industry

INNOVATION

Drive positive change, recognise excellence and deliver impactful benefits to members

INTEGRITY

Stakeholders and members work with us because we are trustworthy

GOALS

Deliver powerful and relevant advocacy to reposition Victoria as a premier property destination

Grow and engage the membership responsibly and manage its operations for long term success

Be a high achieving team-focussed organisation

Strengthen the industry's credibility

FOCUS

CORPORATE STRATEGIES

POWERFUL ADVOCACY



Drive reform and lead innovation at every level of government

Advocacy backed up by solutions-based evidence

Proactively shaping policy development and providing quality policy submissions

Improving perception of industry through demonstrating excellence

ENGAGED MEMBERS



Deliver topical and impactful event and education programs

Diversify and grow revenue streams

Enhance education programs to respond to industry needs

Maximise member retention and drive new membership

SUCCESSFUL TEAM



Be a place where people want to work and a team people want to work with

Maintain culture of collaboration between team

Continue to motivate staff and grow capabilities

Focus on people development and support diversity

STRENGTHENED CREDIBILITY



Increase awareness of who we are and what we do

Deliver opportunities for connection and engagement

Track feedback and measure member satisfaction

Facilitate open and active communication across the membership

Represent the breadth and diversity of industry and its contribution to the state

WE LOOK
FORWARD TO
WORKING
TOGETHER IN
2025-26



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