



**PROFESSIONAL  
PROPERTY**  
DEVELOPMENT  
ESSENTIAL  
EDUCATION  
FOR THE  
VICTORIAN  
DEVELOPMENT  
INDUSTRY

Since 1972, UDIA (Victoria) has been committed to providing the urban development industry and in particular its members, with information resources, educational opportunities and support.

As the industry's peak body, UDIA (Victoria) has harnessed its vast network and knowledge bank to create an industry first in Victoria – The Professional Property Development programme.

This intensive 6 day course is designed to provide industry professionals with an indepth and detailed insight to becoming multi-skilled developers.

Through direct access to expert information, participants will gain a deeper all-round understanding of the development process as a whole.

This 6 module course covers all aspects of the development process from identifying project land and structuring acquisition strategies through to sales and marketing.

This is your opportunity to work directly with experienced industry professionals who live and breathe the development process every day.



**Tony De Domenico**  
UDIA Victoria Executive Director

Executive Director of UDIA, Tony's expertise includes management, public affairs, communications, marketing, media as well as involvement in government from a local to international level.



**Ernie Harvey**  
MURP, Cert BA, MPIA, MUDIA  
Harvey Property Consultants Director

As a director of HPC, Ernie and his team offer a range of consultancy services to developers on residential, master planning, commercial and industrial projects.

Essential education for the development industry, the programme explores in detail each aspect of the planning process and ensures participants will walk away with the knowledge of how to successfully achieve time frames, work within budgets and make a profit.

Comprehensive course notes are provided to ensure all learnings are readily available for future reference. A certificate of attendance is provided to participants upon completion of the programme.

**By completing the attached enrolment form you will be part of an industry first and benefit from:**

- Direct access to expert practical knowledge
- Unparalleled opportunities to work with industry leaders
- Case studies and actual examples of successful development projects
- Networking with knowledgeable industry colleagues

# PROGRAMME

## **MODULE 1**

### **Structuring Developer Acquisitions and Project Identification**

- Corporate structure and taxation issues
- Structuring the deal – the legal perspective and leveraging position
- The development cycle and acquisition strategies
- Identifying development land
- Case studies

## **MODULE 3**

### **Feasibility Analysis, Funding and Due Diligence**

- Assembling the experts
- Preparing a feasibility study and reviewing options
- Traditional and alternative sources of development funding
- Due diligence
- Identifying construction risks for due diligence

## **MODULE 5**

### **Planning Law and Applications**

- Hidden traps in planning and environment law
- Preparing applications in conflict with planning schemes
- Panel workshop
- Overview of recent cases from the Victorian Civil and Administrative Tribunal (VCAT)
- Planning law – planning in practice and emerging planning law issues

## **MODULE 2**

### **Market Research and Project Conceptualisation**

- Conceptual design overview of a Brownfield site
- Using market research as a tool
- Conceptualising the project from a small business view
- Conceptual design and master planning for Greenfield sites

## **MODULE 4**

### **Development Law, Compliance and Project Management**

- Analysing critical timing issues and decisions in the procurement process
- Contracts – special clauses for major developments
- Project management – large mixed-use developments
- Managing construction contracts

## **MODULE 6**

### **Sales and Marketing**

- Effective utilisation of public relations
- Research and marketing for a medium density housing project
- Integrating research with marketing
- Project marketing – what works, what doesn't
- Sales and marketing for a land subdivision project

## COURSE APPLICATION FORM

### PERSONAL DETAILS

Title \_\_\_\_\_  
 First Name \_\_\_\_\_  
 Surname \_\_\_\_\_  
 Position \_\_\_\_\_  
 Company \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Mobile \_\_\_\_\_  
 Email \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_ Postcode \_\_\_\_\_  
 Specific Dietary Requirements \_\_\_\_\_  
 \_\_\_\_\_

### PAYMENT DETAILS

By Cheque attached, made payable to the  
UDIA (Vic) for \$ \_\_\_\_\_

**OR**

Please debit the Credit Card below for \$ \_\_\_\_\_

Card Type  
 Visa  Mastercard  Amex  Diners

Card Number        /        /        / \_\_\_\_\_  
 Cardholder's Name \_\_\_\_\_  
 Cardholder's Signature \_\_\_\_\_  
 \_\_\_\_\_  
 Expiry Date        /        / \_\_\_\_\_

### Please complete the form and return with payment to:

UDIA (VIC) Suite 411, Level 4, 434 St Kilda Road,  
 Melbourne VIC 3004 or fax 1300 552 887 ABN: 69 005 125 280

#### Terms and Conditions

**Important:** Course fees include comprehensive notes and materials, meals and refreshments. All participants will receive a certificate of attendance. Numbers are limited, and only full payment of fees may secure a place in the course. A full program constitutes all 6 modules from program one or all 6 modules from program two.

**Disclaimer:** These courses are intended to educate and inform only and do not constitute the provision of financial advice. As circumstances vary from instance to instance, persons seeking counsel in respect of potential developments should obtain independent professional advice. Although the Professional Property Development Course is not accredited at postgraduate level, the program has been prepared to this standard.

**Cancellation Policy:** The Urban Development Institute of Australia (Vic) reserves the right to alter, amend or cancel all or any of the arrangements contained in the course brochure. Cancellations must be received in writing no less than ten (10) business days prior to the commencement of the course. At the discretion of the Urban Development Institute of Australia, cancellations advised within this time frame may be subject to an administrative fee.

**Tax Invoice:** A tax invoice will be issued upon full payment.

### ENROLMENT DETAILS

- I am enrolling as a Member.  
 Member No. \_\_\_\_\_
- I am enrolling as Non-Member

### COST

#### Full Program

UDIA Members     \$4950 (incl. GST)  
 Non-Member       \$5500 (incl. GST)

#### Individual Modules

UDIA Members     \$1000 (incl. GST)  
 Non-Member       \$1200 (incl. GST)

### PROGRAMME DATES

- Program One** - Full Program  
 (including Modules 1-6 on the dates below)

**OR** (Select Individual Modules to attend)

- Module 1     23 March 2009  
 Module 2     24 March 2009  
 Module 3     25 May 2009  
 Module 4     26 May 2009  
 Module 5     25 June 2009  
 Module 6     26 June 2009

- Program Two** - Full Program  
 (including Modules 1-6 on the dates below)

**OR** (Select Individual Modules to attend)

- Module 1     24 August 2009  
 Module 2     25 August 2009  
 Module 3     9 September 2009  
 Module 4     10 September 2009  
 Module 5     22 October 2009  
 Module 6     23 October 2009