

# UDIA NSW

## Property Development Foundations Course



Quality, professional, flexible courses for those involved at all levels of the development industry.

Participants will develop a general overview of property development, from the identification of sites to marketing and sales. The various modules are designed for new graduates entering the development sector, those considering a career in property development, and those with a technical background looking for a broader, more integrated overview of the industry.

### REASONS TO ATTEND

Offering quality speakers and trainers, a comprehensive program, and first class training material and venues, the UDIA NSW Property Development Foundations Course is a must for those involved in the development industry.

- The courses give busy practitioners direct access to expert technical knowledge – nowhere else is ‘inside information’ so readily available.
- An unparalleled opportunity to work intensively with industry leaders and share their wealth of experience.
- The training program has been designed, delivered and is accredited by the Urban Development Institute of Australia, the nation’s leading professional association for the development sector.
- Theories, professional practices and techniques work side by side with practical on the ground experience as development is an ‘applied science’ that requires not only in-depth knowledge of the essentials, but an understanding of when to apply these essentials, and when to seek help.
- The program will broaden the knowledge and skill base of professionals in the property development field as it exposes them to the multidisciplinary practices of the developer.
- Have the opportunity to network with like-minded industry colleagues and make invaluable contacts.



### MODULE 1 DEVELOPMENT OPPORTUNITIES AND FINANCIAL FEASIBILITY

NEXT COURSE:  
**THURSDAY,  
17 SEPTEMBER 2009**

Identify the tools to evaluate property development opportunities and gain insight into the property attributes of sites. A process of due diligence and financial modelling to establish a project’s viability and understanding internal rates of return are key steps in the development process.

#### Key areas to be covered:

##### 1. How to Identify Development Opportunities

- Demographics
- Attitudes
- New infrastructure
- Regulation and planning control change
- Land supply
- Competition
- NIMBY
- Interest rates
- The property cycle

##### 2. Introduction to Financials

- Due diligence
- Risk
- Risk sensitivity
- Equity and debt
- Sourcing finance

##### 3. Feasibility Analysis

- An introduction to assessing the viability of a project using an industry based program. The types of inputs required for such programs as well as sensitivity analysis will be covered.

### ESSENTIAL INFORMATION

**Course structure:** Four one day modules (9am - 5pm per day) – choose all four or the individual modules that suit.

**Location:** Sydney CBD

**Experience:** No experience necessary or suited to those with a technical background looking for a broader, more integrated overview of the industry.

**CPD Points:** 12 points per module.

# UDIA NSW Property Development Foundations Course



## MODULE 2 THE REGULATORY ENVIRONMENT: OBTAINING AN APPROVAL

NEXT COURSE:  
**FRIDAY,  
18 SEPTEMBER 2009**

Detailed knowledge of NSW legislation is critical when undertaking development in NSW. Review the operation of the Environmental Planning & Assessment Act (EP&A Act) and understand its key provisions.

Matters to consider when submitting development applications for integrated development include threatened species, bushfire, heritage and many others. Appeal rights are also important to enable decisions as to whether this often expensive review process should be pursued.

### Key areas to be covered:

#### 1. The Environmental Planning and Assessment Act

- SEPPs
- REPs
- LEPs
- DCPs
- S.94
- S.149

#### 3. Integrated Development

- The other agencies
- The approval process

#### 4. Applying Information

- What is possible applying DCP information
- Review a s149 certificate and evaluate its contents

#### 2. The Development Application Process

- Preparation
- Submission
- Approval and rejection
- Land and Environment Court



## MODULE 3 DEVELOPMENT PROJECT MANAGEMENT

NEXT COURSE:  
**THURSDAY,  
24 SEPTEMBER 2009**

Gain a thorough grounding in project management principles and be aware of the many tools available to assist in the effective management of projects.

### Key areas to be covered:

- Role of the Project Manager
- Scope – defining the project/developing the plan
- Stakeholders
- Management of finance
- Management of time – gannt, pert, Microsoft project
- Management of resources
- Problem solving and conflict resolution
- Quality control
- Leadership
- Ethics



## MODULE 4 PROPERTY DEVELOPMENT MARKETING AND SALES

NEXT COURSE:  
**FRIDAY,  
25 SEPTEMBER 2009**

Identify opportunities, evaluate the financial feasibility and get approvals while considering how the project will market and sell. Marketing and selling the product includes design, market research, branding, price setting, selling methods and closing the deal which are important elements of all projects. These areas work together to market and sell a development.

### Key areas to be covered:

#### 1. Understanding the Market

- Research – statistical information
- Research – face to face

#### 2. Product Design

- Understanding what customers value
- Producing what will sell

#### 3. Branding

- Corporate image
- Project positioning

#### 4. Selling

- Establishing a price
- Selling strategy
- Methods of sale
- Getting to yes
- Customer service
- The sales team and facility
- Legal considerations – trade practices, price fixing, misleading conduct

# UDIA NSW Property Development Foundations Course Registration Form

## CONTACT DETAILS \*compulsory fields

Name\* \_\_\_\_\_

Company\* \_\_\_\_\_

Title/Position\* \_\_\_\_\_

Phone (Office)\* \_\_\_\_\_

Phone Mobile\* \_\_\_\_\_ (essential for contact on the day)

Email\* \_\_\_\_\_

Postal address\* \_\_\_\_\_

Special dietary requirements \_\_\_\_\_

Are you a current UDIA NSW/MBA Member?\*  YES  NO

How did you hear about this course?\*

UDIA  MBA  Colleague  Advertisement

Other \_\_\_\_\_

I will require CPD points

## PAYMENT DETAILS

**Credit card** – Card type:

- Visa  
 MasterCard  
 American Express\*  
 Diners\*

\*Please note, extra charges apply if using American Express – 3% and Diners – 4%

For the amount of \_\_\_\_\_

Card number \_\_\_\_\_

Expiry date \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Signature \_\_\_\_\_

Please tick this box if you wish to be invoiced

A confirmation email will be sent upon receipt of the registration form.  
The CBD venue will be advised upon confirmation.

### Contact us

Phone: 02 9868 3677

Email: [udia@udia-nsw.com.au](mailto:udia@udia-nsw.com.au)

Website: [www.udia-nsw.com.au](http://www.udia-nsw.com.au)

## COST (prices include GST)

**UDIA NSW/MBA member** \$660 per module  
\$2375 full course (all four modules)

**Non member** \$890 per module  
\$3200 full course (all four modules)

\*Ask about our group discount rates (call UDIA NSW on (02) 9868 3677)

## PROPERTY DEVELOPMENT FOUNDATIONS COURSE

- Full course** (all four modules)  
(or please specify which modules you wish to register for)
- Module 1** – Development Opportunities and Financial Feasibility  
Thursday 17 September 2009
- Module 2** – The Regulatory Environment: Obtaining an Approval  
Friday 18 September 2009
- Module 3** – Development Project Management  
Thursday 24 September 2009
- Module 4** – Property Development Marketing and Sales  
Friday 25 September 2009

Total Cost \_\_\_\_\_

### Cancellation Policy:

#### 0 – 5 working days prior to the enrolled module

Cancellation and transfer to another date = no refund

Cancellation and transfer to another person is permitted however will incur a \$100 fee

Cancellation of module = no refund

#### 6 – 10 working days prior to the enrolled module

Cancellation and transfer of entire course or part thereof to another person = \$100

Cancellation and transfer of entire course or part thereof to another date = \$100

Cancellation of entire course or part thereof = no refund

UDIA NSW reserves the right to alter, amend or cancel all or any of the arrangements in the course brochure. These courses are intended to educate and inform only and do not constitute the provision of financial advice.

### Privacy Policy:

The collection of these details is so that we can register you and your colleagues for this course. The information will be stored on the UDIA NSW database and may be used for future marketing of UDIA NSW events. This information may also be provided to event sponsor/s. If you do not wish your details to be made available to external parties, we ask that you notify us by a written request to the UDIA NSW Business Development Manager: [snolan@udia-nsw.com.au](mailto:snolan@udia-nsw.com.au).

**This form will be a tax invoice on receipt of payment**

ABN: 43 001 172 363