

PROPERTY MARKETING DEVELOPMENT

SMR 

STRATEGIC MARKETING RESEARCH

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THINK SMART WITH YOUR NEXT PROPERTY DEVELOPMENT

SMR specialises in the property land sector and over the past 10 years we have assisted various clients to reach key targets and financial returns.

With CEO Samantha Reece as past Chair of the Property Council and an active member with the UDIA and PIA, SMR knows the industry like no other.

Our key advantage is that we monitor the market place and provide strategic advice, which ensures our client's projects are market leaders.

This process entails market research as well as REIWA and ABS analysis before we then plan an innovative marketing campaign that ensures your estate stands out from the rest.

Working with the client's preferred graphic designer, SMR oversees the artistic direction and branding to ensure a consistent approach.

Furthermore we work with the sales agents and other project members to ensure that the overall approach has a high degree of synergy and hence success.

If you believe that your current property project could be achieving greater sales returns, then contact SMR for strategic advice that will guarantee achievement.

SMR PERSONNEL

Mark Perger

CEO & Managing Director

Mark was appointed as CEO and Managing Director of SMR in January 2011.

Mark offers a wealth of experience to SMR, with expertise in the fields of marketing strategy; international distribution development; product strategy and general management of industrial businesses.

Mark's impressive career includes ten years with a major multi-national equipment manufacturer, three of which were in the United States, followed by six years in Europe.

More recently Mark held a senior international management role with a major solar energy manufacturer, where his achievements included leading his team to win the Premier's Award for Excellence at the WA Industry and Export Awards.

Outside of work, Mark enjoys spending time with his young family, and working on his land-holding in the Swan Valley. When time permits, Mark also enjoys flying and is a licensed pilot.

Mark holds a Bachelor of Business (Honours) from Curtin University, a Master of Business Administration from the University of St. Thomas (Minneapolis), and has completed the Executive Development Program at Goizueta Business School, Emory University (Atlanta). Mark is a member of the Australian Institute of Company Directors and the Australian Institute of Management.



Beth Dungey Senior Research Consultant

Beth is a Qualified Practicing Market Researcher (QPMR) and a member of the Australian Market and Social Research Society. Graduating with a Bachelor of Commerce and Bachelor of Arts, Beth has over twenty years experience in all facets of market research. She managed the market and customer research functions at SGIO (four years) and at R&I Bank / BankWest (10 years), and has extensive experience in customer service and satisfaction research; business to business research; new product development research; corporate image research; and advertising, direct marketing and communications development, evaluation and tracking research. Beth commenced with SMR in 2006.

Lauren Lane Senior Consultant

After working for various consultancies over the past ten years, Lauren brings a depth of experience to SMR. Qualified in Public Relations and Journalism, Lauren is highly skilled in developing and overseeing marketing and community consultation projects.

In particular Lauren is skilled with managing communications in relation to infrastructure projects such as major road networks, community centres and environmental initiatives.

Debra Wilson Senior Consultant

Debra has in excess of twenty-five years successful experience in change and community facilitation.

Debra held the positions of Head of Corporate Human Resources for the Water Corporation and Manager Organisational Capability and Manager Human Resources for Argyle Diamond Mines, a Rio Tinto Group Company before commencing as a consultant with SMR. Previously, Debra also worked in the Health Care, Education and Hospitality and Tourism Industries.

Wanda Comrie Marketing Assistant

An integral member of the marketing team, Wanda is responsible for post advertising analysis, creation of databases, co-ordinating direct mail campaigns and other support roles as required. Qualified in Business Administration, Wanda has assisted the senior consultants across all land development clients including, WR Carpenter, Summit, Multiplex, Clough Property, Vittoria Heights and the James Fielding contracts.



PUTTING YOU FOUR STEPS AHEAD OF THE COMPETITION

SMR works on a four step process as part of its holistic approach to property marketing and community development, as follows:

1. Review > 2. Plan > 3. Implement > 4. Forecast

Review

At this stage SMR undertakes the following process:

Property sales analysis

Utilising Landgate and REIWA data, this research covers the past 2-5 years and is vital in understanding:

- How many properties sold in the area, over the specific time frame. This indicates the level of buyer demand as well as which properties sold the most i.e. locations as well as block sizes
- How sales in your estate compared to other locations i.e. market share
- The pricing of these properties and an overall price/sqm for comparative purposes which helps determine ongoing pricing strategies and indicates how you are priced in the overall market
- The capital growth for one estate/area over other locations (including both estates and established suburbs)
- Outlines the core advantages of your estate/area for marketing purposes

SMR has found that this information has been of significant value with clients who are seeking financial assistance. In particular the analysis will allow for developers to accurately indicate anticipated sales and revenue which will assist with cash flow management.

Buyer research

This research with your own residents as well as surrounding homes/estates can be conducted through direct mail, focus groups, online surveys, face to face or phone surveys. This information provides the client with key data including:

- Why the residents like their current estate/area
- Where else they looked when seeking to purchase (to determine competitor set)
- Why they bought in their current estate
- Their views of other developments in comparison to their current estate
- What aspects they would like to see improved within their estate
- Their degree of loyalty i.e. would they buy from the developer again
- Preferred incentive packages
- Demographic traits eg occupations, income levels etc

The range of questions can be developed in conjunction with the client and hence are customised to that specific development/project.

Review ABS analysis

SMR is able to undertake an analysis of the ABS data and in some instances ratepayers' database to determine:

- Where residents were living prior to their relocation (assists with targeting specific areas for future marketing programmes)
- Demographic traits eg occupation, income etc
- Comparison of one location to surrounding areas eg Peppy Beach compared to Binningup etc to determine key demographic profiles
- Degree of absentee land owners
- Determine the number of potential buyers within a target area eg how many buyers aged from 25-45 with income levels over \$100,000/annum based in the Bedford area.

Phantom shops

Often the marketing strategy will drive buyers into the sales office and yet they do not translate in to sales. SMR's role is to conduct a phantom shop with our client's sales agents as well as our competitors.

This initial data review allows SMR to determine:

- The sales approach from your sales agents as well as competing estates
- Collate price lists and sales history from each of the estates for comparison purposes
- Collate sales material from competing estates to determine their key messages
- Determine key attributes for each of the estates i.e. Allocation of POS, community events etc.

This information will then be collated into a table format for comparison purposes. Overall the review stage provides the client with accurate data which allows them to plan and forecast sales and revenue. In particular, it also allows the client to understand just how their estate is perceived in the marketplace and hence its ongoing viability.



PUTTING YOU FOUR STEPS AHEAD

Plan – based on the review stage and resulting data, SMR recommends the preparation of a marketing/PR plan for the client's development which encompasses:

- The target markets/clientele for the development, including specific localities and demographics
- The recommended pricing mechanisms and sales targets including cash flow options. This section will also detail packaging options for incentives or house/land options and recommended stage releases
- Positioning of the estate and recommended tag line/estate name
- A list of distribution mechanisms including agencies and other associations that may refer the development on behalf of the client eg CCI, Rotary clubs etc
- 12 months promotions schedule including a budget for all recommended promotional items (includes sponsorship, advertising, signage, printed material, web advertising etc)
- Schedule for evaluation and measurement

Implement – once the plan is endorsed by the clients, SMR proceeds with the implementation phase including:

- Preparing briefs and creating all signage, press advertising campaigns, photo shoots, brochures, electronic adverts, web pages, sponsorship packages etc for client approval
- Book media through the nominated agency
- Undertake meetings with sponsorship partners and potential referral bases
- Host community events
- Prepare press releases and media liaison for the project
- Prepare models and 3D walk-throughs for built form or large estates
- Provide assistance with the sales office structure and presentation including training the sales team
- Ensure that the agreed timeline is fulfilled over the 12 month period
- Report monthly to the client against sales rates and other evaluation mechanisms including origin of buyers, campaign effectiveness and recommended alterations to the strategy.

Forecast – as the promotions/consultation plan is implemented, SMR continually reviews the success of the campaign and alters the programme to capitalise on market trends.

Overall this does not affect the agreed budget, but will generally focus on generating the greatest sales by targeting specific buyers. This stage also includes the analysis of sales leads forms and data derived from this paperwork, to guide the real estate agent and other project team members.

SMR has a strong reputation for providing clients with market insights that ensure a competitive advantage for their estate and the development of a positive overall brand for the developer company.

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Past projects

JB INVESTMENTS – CAMBRIDGE ESTATE

Objective:

To sell the remaining 50 lots within a 12 month programme

Review:

SMR conducted a series of studies in relation to this project including:

- Phantom shop of Cambridge Estate’s sales agent as well as competing estates in the area
- REIWA analysis for the Busselton area over the past five years
- Market research with existing Cambridge residents

The REIWA data clearly demonstrated that Cambridge Estate was priced per sqm on par with Newtown Vasse and Provence despite being just 300m to the beach.

The data also demonstrated that Cambridge Estate secured a capital growth of 32% per annum over the last five years in comparison to other estates that achieved 19%.

However, the phantom shops also identified that the appointed sales agent performed poorly and as a result was subsequently replaced with the estate’s own dedicated sales team, which operated out of a furnished display home, and which was also project managed by SMR. The estate had also only secured eight sales in six months prior to December, despite the fact that the developer was spending \$20,000 per month on marketing.

Plan:

SMR created a six months marketing programme which emphasised the bush setting, proximity to the beach as well as the fact that Cambridge Estate was the “Best buy in Busselton.” The programme emphasised a strong programme of events including surf lessons and possum tours.

SMR also co-ordinated all the associated artwork for signage, website, press adverts and merchandise as part of the relaunch.

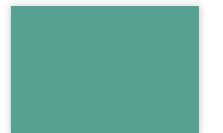
Implement:

Since its implementation, SMR has secured 35 sales in eight weeks which has eclipsed any of the other estates in the area. SMR also secured over eight favourable editorial articles in both the local papers as well as the Sunday Times and West Australian.

Forecast:

With strong demand from the market, SMR recommended a price increase across the board which generated an additional \$300,000 in revenue.

The total marketing budget was less than \$100,000 which represented less than 1% of total revenue.



Past projects

VITTORIA HEIGHTS, BUNBURY

Objectives:

To acquit the remainder of the estate in 12 months (89 lots). The estate had traditionally been selling 15 blocks per annum and with the launch of Dalyellup, sales at Vittoria Heights had diminished significantly.

Review:

SMR undertook direct mail research with the existing Vittoria Heights' residents as well as focus groups with general buyers, who had purchased land in the Bunbury area in the past six months. SMR also undertook a competitor analysis and interviewed project builders regarding the establishment of a display village at the estate. Based on this review, SMR determined a number of works projects that were required within the estate and the desired positioning of Vittoria Heights as an intimate and proud community (to differ from other large developments including Dalyellup). The estate was pitched to working class families who were seeking a strong community and convenient location.

Plan:

Based on the review process, SMR prepared a 12 month campaign which also included the refurbishment of the front entry statement and children's playground (which SMR also project managed). The campaign sought to utilise a myriad of communication mediums including advertising, direct mail and PR. Based on the location of the estate and the tag line "Location has its rewards" SMR emphasised the safety of the estate and the resident's high level of pride, in conjunction with the estate's proximity to local amenities eg golf course, recreation centre, race course and so forth.

Implement:

Based on a one year marketing budget of \$200,000 SMR held two events within the estate (Australia Day and 10th birthday celebrations), created an extensive advertising campaign (press, radio and TV), signage throughout the estate, website, promotional merchandise and publications, introduced a safety house programme and created a number of joint initiatives with local businesses and schools. SMR also liaised with Council for the allocation of funds towards the playground upgrade.

Creating the Welcome Home pack, SMR encompassed gift vouchers from local businesses and community facilities into a dedicated folder, which all residents received upon signing the sales contract. The intent was to reinforce the concept that living at Vittoria Heights had significant rewards.

Forecast:

During the 12 month programme the estate acquitted the remaining 89 lots and prices rose from an initial \$59,000 to \$115,000. The marketing spend for 12 months represented 2% of the sales revenue.



VERY GOOD INVESTMENT.
SALES SOAR ABOVE EXPECTATION!

With every lot sold, the decision to live at the 'Very You, Fresh and New' Vittoria Heights is made easier. With just 59 blocks remaining, strong demand means that values will rise and the reasons for it are simple. People are very quickly discovering that Vittoria Heights is not only a great place to live; it's also great value for money. For now. Before you know it, it will all be gone to the lucky few who choose to act quickly. With a fresh new entry statement, sensational interactive community events such as children's activities and a brand new children's parkland now completed, there's never been a better time to come and have a look. Blocks range in size from 677sqm through to 872sqm and start at just \$62,000. New owners receive a \$1500 Vittoria Heights 'Welcome Kit' and incredible rebate incentives. Then of course there's the magnificent location. It's central to all things south-west, including Bunbury City, the beach, the bush, the shops, the lifestyle, the lot! Find out more and see it for yourself, visit www.vittoriaheights.professionalsbunbury.com.au or contact Peter Waghorn at Professionals Bunbury today.

VITTORIA HEIGHTS
LOCATION HAS ITS REWARDS

Professionals bunbury
Call Southern Districts Estate Agency on 9721 3533 or Peter Waghorn on 0439 954 564 or visit www.vittoriaheights.professionalsbunbury.com.au

Professionals bunbury



Past projects

WR CARPENTER, DUNSBOROUGH LAKES

Objectives:

To successfully relaunch the estate within the Dunsborough area to coincide with a change of ownership.

Review:

SMR initially undertook focus groups with local residents and existing home owners at Dunsborough Lakes, to determine their perception of the estate. After being on the market for 10 years, it was apparent that in the period prior to WR Carpenter's take-over, consumer confidence in the estate had suffered dramatically. This related to a lack of investment on behalf of the original developer.

Land values had also dropped and ROI had fallen below the original purchase price. As part of the ongoing management of the campaign SMR also created a post-sales survey which was issued to new buyers as a means of capturing demographic details and suburb of origin.

Plan:

SMR created an initial 12 month campaign that sought to uplift the estate and create a sense of vibrancy. The logo was altered to reflect a family (rather than a golf course emblem) and focused on relaunching the estate as a premium residential location within Dunsborough. The tag line stated "It's perfect for you" implying that it was ideal for young families and retirees seeking the quintessential South West lifestyle.

Implement:

SMR proceeded to develop and implement a series of advertising campaigns (press and electronic) and promotional materials, including signage, newsletters and information packs, which focused heavily on instilling consumer confidence and attracting buyers. SMR secured the 2004 Telethon home which in turn provided in excess of \$250,000 of promotional advertising coverage. Utilising the golf course, Dunsborough Lakes also sponsored a number of local events including the Margaret River Wine Festival and Geographe Bay Race Week to ensure added exposure to these Perth based markets. Local sponsorship of school holiday programmes and community events were also core to the first 12 months of the campaign.

Forecast:

As a result of the initial 12 month campaign (worth \$250,000), the estate sold in excess of 250 land lots and prices rose from \$59,000 to \$150,000. In the second year WR Carpenter reduced its promotional spend dramatically (allocated \$100,000) and proceeded to experience some issues surrounding environmental management. This was further compounded by a lack of infrastructure (club rooms and tavern) which had been committed to during the initial relaunch of the estate. Despite these set backs over 100 land lots were sold. In 2005 WR Carpenter sought to extend their development area by an additional 300 lots and became involved in an anti-development campaign which dominated the 12 month period.

Again Dunsborough Lakes was involved in environmental issues and SMR became heavily involved in PR and management of local community relations. SMR recommended a series of community based programmes to rectify the situation, however prior to implementation WR Carpenter on-sold the estate to Aspen Group for a significant profit.

Dunsborough Lakes.
Just a short drive
from the world's best
beaches.

Aside of the fact that it is set atop a magnificent 18-hole championship golf course, land at Dunsborough Lakes is uniquely positioned within 'Coosue' of some of Western Australia's most sought after tourist destinations. Swimming, diving and surfing beaches such as Yallingup, Bunker Bay and Margaret River are all on your doorstep. It's only 3 minutes from the centre of Dunsborough and within sipping distance of some of the best wineries in the world!

We've undertaken a multi-million dollar landscaping programme for the entry, progressed the design and approval of a new Tavern/Bistro and commenced works to create beautiful parklands and tree lined streets.

And, believe it or not, you can still buy a prized block of land at Dunsborough Lakes starting from just \$95,000! Given the regions amazing growth potential, that is outstanding value for money. It's also an outstanding lifestyle, but then you'll never know unless you see it for yourself.

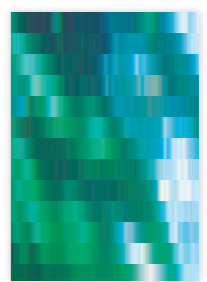
Visit Dunsborough Lakes or contact selling agent Peter DeChiera at Professionals Dunsborough today.

WR CARPENTER PROPERTIES
A member of the aspen group

DUNSBOROUGH Lakes

IT'S PERFECT FOR YOU

Professionals
dunsborough
Lot 6, Duran Bay Road, PO Box 585, Dunsborough
Tel: (08) 9756 8888
For full details call:
Peter De Chiera 0418 931 206



Past projects

MULTIPLEX – VALE, SWAN VALLEY**Objectives:**

To determine a point of difference between Vale and Ellenbrook communities and further enhance the Multiplex “lifestyle brand” within its inaugural WA development. The estate will house 4500 homes once completed and is a long term venture.

Review:

SMR undertook research with 50 Vale purchasers and 320 Ellenbrook residents to determine their consumer view points on both developments.

Analysis was also undertaken in relation to the origin of buyers at Vale and purchasers of the Garden Court homes (built product supplied by Multiplex in Vale) through a series of focus groups. The research sought to determine Vale’s core strengths in comparison to surrounding estates.

Plan:

SMR created a marketing strategy which sought to reinforce the unique Swan Valley lifestyle for Vale residents. Strategies included the creation of a Vale Vintage with a local winery, a “Stomp” festival complete with wine barrel races and Italian feast, as well as other unique community development and sponsorship initiatives.

The campaign emphasised a strong reallocation of funds from one-dimensional advertising to community development and partnerships, hence engaging the local community in Vale’s long term vision.

Implement:

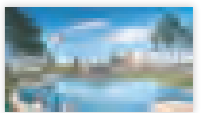
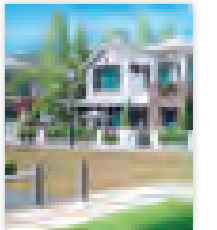
To date Multiplex has implemented a community festival event to coincide with Spring in the Valley and undertaken a tree planting (olive grove) with its new residents. The Olive Grove will now become a catalyst for olive pressing classes and cooking events in years to come. The local Primary School has opened and been supported by Vale with related advertising and community events.

The press adverts have also focused on the company’s core market areas and reflects a strong Swan Valley style eg “Local crafts.”

Forecast:

The development has sold double the number of lots from year one, with an average price increase of \$30,000. This has been despite the introduction of six competing estates within a 20km radius. Multiplex proceeded with an investor syndicate for stages 2-6 which had total take up worth an estimated \$15 million.

The company has also saved over \$1 million on their marketing budget from the previous year, while still achieving significant sales and price increases.

MULTIPLEX
LIVING

Past projects

CLOUGH PROPERTY – SAINT QUENTINS**Objectives:**

To sell 62 residential apartments and 25 commercial sites within the newly developed luxury complex on Stirling Hwy, Claremont.

Review:

SMR undertook a market analysis for the western suburbs for the previous five years. This clearly determined that there was demand for luxury apartment living in the Claremont market place, with a lack of supply for a number of years. A review of the current market also provided an overview of newly launched apartment blocks eg Steve's and the market response as well as indicative pricing per sqm.

Plan:

SMR created a marketing strategy which focused on 3rd-4th home owners within the Western Suburbs.

SMR recommended a pricing strategy which ranged from \$10,000/sqm for one bedroom units through to \$13,500/sqm for the penthouses.

Facing strong competition from Multiplex with their Claremont project, SMR proposed a campaign which emphasised Clough's connections to the Western Suburbs.

The marketing programme also focused on the fact that Saint Quentins was a smaller apartment complex which offered premium quality as well as greater privacy.

Implement:

Working with the sales agents, SMR undertook a direct mail campaign with various local clubs and associations including MLC, UWA Club and Christchurch Old Boys Network.

For a complete marketing spend of \$160,000 SMR co-ordinated the branding, production of all promotional material (sales brochure, website, signage and outdoor billboards) and the official launch which generated over 400 leads and the successful sale of all the available properties within a three week period (valued at over \$100 million in sales).

SMR also secured a number of favourable media articles within the West Australian and Property features which generated further sales leads.

Forecast:

The build project did take significantly longer than first anticipated (24 month project timeline) and this also coincided with the GFC. However despite this situation, Clough Property only incurred 10% cancellation rate, which they have been able to on-sell with minimal negative media exposure.

Other apartment projects that SMR has created marketing plans for:

- McHenry Lane – Dewwest
- Halcyon on Swan – Cityscape Holdings



Q
SAINT QUENTINS



Past projects

NATIONAL LIFESTYLE VILLAGES

Objectives:

To determine NLV's competitive advantage in relation to other lifestyle villages, as well as their potential take up rate for seven new villages within WA.

Review:

With seven established villages in WA, the company was in the process of finalising another seven properties and where keen to determine potential market take-up.

Through ABS analysis, SMR determined a series of suburbs in close proximity to each of these villages which in turn had a high ratio of baby boomer ratepayers i.e. NLV's identified market.

SMR then issued 90,000 surveys across these 30 metro and country localities. The resulting research indicated an insightful view of the markets' perception of NLV and in fact the key advantages of residing in these estates. SMR then undertook a further stage of focus groups, which explored housing designs that NLV were seeking to introduce within their villages.

Plan:

Based on the market perceptions, SMR developed a series of recommendations to NLV, and in particular:

- Modifications to the housing designs to suit their demographic
- Identification of which incentives and style of adverts that appealed to the target market
- Key messages that would attract their target market
- Areas that they needed to focus on in order to secure a greater success rate with incoming buyers

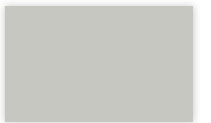
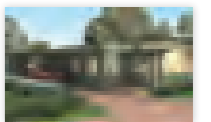
Implement:

NLV at this stage decided to appoint an external graphic design company (previously conducted in house) and also altered their housing designs significantly to reflect the needs of their identified market.

As a result of the re-launch of the company and its brand, NLV has been successful in launching a number of their new estates including Baldivis and Albany.

Other seniors living developments that SMR has assisted with:

- Freemasons Mt Lawley village



Past projects

CLOUGH PROPERTY – ST LOUIS ESTATE

Objectives:

To sell approximately 39 retirement units within 12 months, 24 of which were newly constructed and to be launched onto the market in January 2006. Up to SMR's appointment the estate had not secured any sales during the previous 12 months, despite an \$80,000 advertising campaign.

Review:

SMR undertook direct mail market research with 2500 seniors WA wide. Utilising senior's agencies throughout the state, the research sought to determine consumer behaviour when seeking to purchase a property within a retirement village. SMR also undertook research with the existing residents and a competitor analysis. Demographic analysis was also taken to pinpoint those suburbs within Perth that reflected residents with the preferred demographics eg high percentage of seniors with affluent living standards.

Plan:

The resulting 12 months, \$200,000 plan focused heavily on developing an identity for the estate which

centred on intelligent stimulation, respect and a celebration of life. This reflected the traits of the residents, many of whom had been executive decision makers all their lives eg Sir Charles Court.

With an aging population of 85 years or older, it was also imperative that the campaign attracted younger residents (aged 65 years) for longevity of tenancy. With the demographic of the residents identified as professional retirees with assets of over \$1 million, SMR sought to penetrate beyond the traditional Western Suburbs and focused on South Perth, Perth, Melville, Stirling and Victoria Park.

Implement:

Working on the basis of attracting resident referrals, the initial six months of the campaign focused on raising the morale within the estate and creating a brand amongst the nominated suburbs.

This consisted of appointing a social co-ordinator (who then transferred into the sales manager's role) as well as a Claremont based estate agent, hosting speakers including

Wally Foreman and Liam Bartlett and sponsoring Seniors Week and Seniors Recreation Council events.

Unique initiatives such as a monthly Whiskey Club also attracted a strong response from residents. SMR project managed the implementation of the campaign which also included press advertising, media liaison, Easy Move Team promotional items, new corporate stationery, signage, websites and supporting sales collateral.

Forecast:

Traditionally selling less than one unit per month, the sales team sold in excess of 4-6 units per month and the 24 new units were 85% presold. The estate also received over 50 sales enquiries per month from the nominated areas i.e. Victoria Park, Perth etc.

There were issues with upgrade delays and settlements of the units and as a consequence SMR was also involved in appointing additional agents to fast track this process. The marketing spend represented less than 1% of the sales revenue.



ST LOUIS ESTATE. CELEBRATE LIFE.




Past projects

WR CARPENTER PROPERTIES PTY LTD/GRIFFIN GROUP - COOLANGATTA INDUSTRIAL ESTATE

Objectives:

To secure favourable planning approval for an Industrial Estate in the Collie community.

Review:

WR Carpenter was seeking to rezone 500 hectares of agricultural land (owned by the Griffin Group) to industrial, for the construction of an energy intensive industrial park. The approval of the Coolangatta Industrial Park was essential for Griffin's proposed Bluewater's Power Station due to economies of scale and co-location of industries. The site was also in close proximity to the Griffin Coal mine site. The normal EPA process was for WR Carpenter to undertake the environmental review process, once all the industries had been allocated to the estate.

As the company was keen to market the estate and secure investor interest before seeking EPA approval, Griffin and SMR put together a strategy which would result in an alteration to the Public Environmental Review (PER) Process and which would accelerate the project by two years.

Ultimately the company was proposing, that the EPA would approve the site as suitable for use as an energy intensive industrial park and that all future industry proponents would then have to undergo the PER process individually.

This meant that WR Carpenter could market and seek interests from overseas industry with the intent that commercial negotiations proceed and then the PER process act as the final check, before construction approval was received.

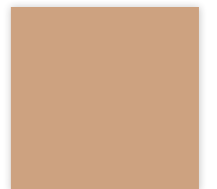
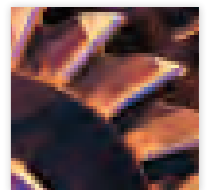
Plan/Implement: SMR was appointed by the Griffin Group to assist with creating a campaign that would ensure the successful rezoning of the land. SMR undertook the following tasks:

- Prepared a communications strategy identifying stakeholders, core messages and proposed timeline for implementation
- Prepared support material including briefing papers, information sheets etc
- Identified core stakeholders and commenced face to face presentations/briefings
- Held a series of community workshops
- Distributed over 20,000 information flyers within the Greater Bunbury area
- Co-ordinated media tours of the land sites and mine area
- Undertook media liaison with metro and South West outlets
- Undertook Ministerial liaison and briefings

Forecast:

To date the campaign has achieved the following:

- Only 1.5% of the Greater Bunbury community responded to the 20,000 mail drop, of which 85% of these respondents were supportive of the Industrial Estate
- The Minister for Environment approved the proposed rezoning of the land with added support from the Minister for State Development in June 2005
- This was then supported by the Minister for Planning and Infrastructure in June 2005
- The Collie Shire also approved the rezoning for commencement of works in October 2005
- A prospectus has now been prepared and a series of trade shows are occurring on an international scale to attract overseas investors within the Estate including a pulp mill
- Construction on the site commenced in 2008.





STRATEGIC MARKETING+RESEARCH

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