



# Developers' forum on resident needs

**LUCY JARVIS**

**TAILORING** estates to meet residents' expectations was the focus of two talks during a developers conference held in Bunker Bay last week.

The Urban Development Institute of Australia's annual WA conference was held at Bunker Bay Quay West Resort from October 13 to 15, attracting a range of speakers and delegates from regional and metropolitan areas.

Busselton-based Strategic Marketing + Research director Samantha Reece presented her talk, Giving Residents What They Really Want, on October 15, focusing on research into what residents in the South West and Perth value in resi-

dential estates.

Ms Reece told the conference delegates responses to a survey undertaken earlier this year which suggested people in the South West chose to live "close to family, close to friends".

Ms Reece said residents often felt they had to buy smaller blocks because they couldn't afford big ones after choosing the house design they wanted, but would prefer to see a range of block sizes available.

"It's out of necessity rather than choice - they want to have choice," she said.

Engaging residents to use amenities, estate maintenance and advocating for services through local councils were issues developers

needed to be visionary about and involve the community.

"It's about encouraging your residents to take responsibility rather than waiting to be spoon fed by the developer," she said.

Communicating with residents was also important to develop a community and avoid disheartened sentiment, according to Ms Reece.

"If they can vent to you, they won't vent to me or their neighbours or the press."

Mirvac marketing director Anne Waugh spoke about the current market trends and how change has been accepted, with advice for developers to adapt before "Generation Z" started purchasing in the next five to 10 years.



**Cameron Shephard of AMEX Corporation, speaker Samantha Reece of Strategic Marketing + Research and Hames Sharley managing director Paul Drechsler.**



**John Halleen and Ben Hollyock from RPS consultancy firm.**



**Coffey's Corey Verwey and Gough Recruitment's Simon Browne.**