

IMPACT
GROUP

**CAPABILITY
STATEMENT**

Land Development Services



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Mobilising value from the ground up ▶

Maximising the value of any land development project requires a complex combination of financial, urban design, construction and negotiation expertise.

Impact Group offers deep knowledge across the entire development lifecycle, allowing us to see the big picture and offer developers a comprehensive development management and project management service that ticks every box.

No challenge too great

Whether the land development project is for residential infill, urban sprawl, retirement living, schools, general redevelopment or anywhere in between, there are common project challenges that arise throughout. These include preparing a masterplan that meets market demand, establishing the ideal block sizes, orienting the road network, landscaping design, drainage and electrical infrastructure considerations, planning compliance and, of course, documentation and negotiations with Council to achieve approvals.

Other challenges include:

- **Site contamination**, Impact Group has the proven ability to assess what needs to be done upfront, find the most cost-effective way to remediate it, and manage that process for you.
- **Land constraints**, including bushfire and ecological assessments also fall within our realm of expertise, along with coordinating consultants and contractors.
- **Financial modelling**, including costs, revenues and funding, is another key component of land development, and puts the developer in the best possible position to negotiate purchase price and ascertain ultimate profit.

Better outcomes from start to finish

Depending on the type of project, we usually begin with due diligence, soil testing, and enquiries regarding what can and can't be done with prevailing or future zoning of the land. Further, we can gauge what the market is looking for and offer you the best advice with regard to creating the most attractive land development to meet market demand.

When the work is complete, we can also help with sales and marketing, and ensure titles are registered with the NSW Land Registration Services.

The Impact Group approach is always collaborative, intelligent, practical and methodical. We can give you the help and expertise you need to ensure your project runs smoothly, from acquisition to completion.

Comprehensive range of services



Having access to a diverse and in-depth source of expertise means you can more effectively harness opportunities and respond to challenges. With us as your dedicated partner, you can look forward to a raft of best-in-class services, including:

Development Management

- Site acquisition
- Due diligence
- Feasibility studies
- DA design management
- Financial modelling (Estate Master)
- Review of planning controls
- Authority approvals
- Stakeholder management
- Funding assistance

Superintendency

- Contract administration
- Construction supervision
- Quality management
- Programme management
- Risk mitigation
- On-site issue resolution
- Environmental and WHS checking

Project Management

- Time, cost and quality management
- Stakeholder management
- Project reporting
- Project planning
- Design management
- Tender management
- Contractor procurement
- Preparation of building contract

Advisory and Consulting Services

- Highest and best-use analysis
- Site remediation methodology
- Independent certification
- State-significant developments
- Business case preparation
- Master-planning
- Fire safety/Building compliance
- Strata planning and registration
- Insurance matters

Expert guidance, every step of the way ▶

We add value at every stage.

From the outset, a successful project requires sound financial navigation in order to mobilise value and maximise returns. It also requires exceptional development management and project management to identify opportunities and mitigate risk. We have a deep understanding of your need for risk mitigation, with particular regard for scope, time, budget, quality and compliance.

As specialists in property development advice and delivery, our team of professionals provides support across all stages of the project lifecycle. What sets us apart is our in-depth understanding of your needs, attention to detail and ability to engage with all stakeholders.

Support across all stages of the project lifecycle.

We are a unique, mid-tier consultancy that offers skills and support across all stages of the project lifecycle – from development management and project management through to superintendency and general consultancy. This gives us the ability to intelligently advise on the strategic, financial and operational implications of any project decision.

We know how to mobilise value.

Our advanced planning, advisory and risk mitigation capabilities unlock latent value across all stages of the project lifecycle, optimising the result for your organisation, customers, occupants and the wider community.

Comprehensive perspective.

Our team of Associate Directors, Project Directors and Project Managers offers a diversity of technical qualifications in addition to construction management. Previously attained skills in structural engineering, quantity surveying, civil engineering and architecture feature among the team, adding pragmatic depth to analysis and advice.

Superior risk mitigation.

We offer a superior knowledge set in relation to risk mitigation. This is a result of our unique ability to work across the project lifecycle, a long track record in the property sector and a proactive attitude to relationship management. Problems will be encountered on all projects. We are expert at identifying those problems early and reducing their impact.

Safety is everything.

We are committed to the safety of our people, your staff, project consultants and contractors. Our role in safety management starts early in the design phase for a project and continues throughout the construction works, especially in a live environment.

Financial navigation.

The money must work for a project to work. We can assist builders with advice and support to achieve the optimum financial model for your project, including guidance in joint ventures, funding grants, debt facilities and risk sharing.



We listen closely to your needs



No two projects are identical. Circumstances, budgets, political pressures, working environments and desired outcomes always vary; sometimes quite significantly. We listen closely, offer proactive advice wherever possible, and tailor our internal systems to your requirements – delivering the service you need, when you need it.

This dedication to communication and true partnership allows us to give you maximum return on investment through opportunity identification and adherence to best practice in managing time, cost, quality and risk.

Our senior team



Wayne Colledge **MANAGING DIRECTOR**

As Managing Director of Impact Group, Wayne Colledge utilises his consummate leadership and strategic skills to spearhead the business to ever greater success. With Wayne at the helm, the company has grown exponentially over recent years. In large part, this growth is a result of his professionalism and commitment to nurturing a cohesive team that delivers on its promises.

Wayne offers 30+ years' experience in the industry – a career he began as a labourer whilst still in high school and, ultimately, as Managing Director of Impact Group since its inception in 1999.

He cares about his clients' businesses as much as they do, manages their budgets like they were his own, and consistently strives to align their business with the best-fit project manager.

He believes that great communication – both in-house and external – is the key to ensuring every project runs smoothly.

Wayne brings to his role a deep sense of empathy for client needs and priorities as well as exceptional commercial, operational and financial awareness.

He also understands that great people are the backbone of an organisation. With them at his side, successful projects are delivered time and time again.



Gerard Sleiman **CHIEF OPERATING OFFICER**

For projects that need to be taken from insurmountable challenge to success story, no one achieves better results than Gerard Sleiman. This is demonstrated clearly in a recent, large project on which he managed to achieve approval of an extra floor beyond the height restrictions. He was able to justify the additional floor to Council and exceed a delighted client's expectations.

Gerard works extremely well across all sectors. His most compelling strengths are his technical ability, patience, communication skills, capacity to understand stakeholder requirements, and determination to ensure projects blend seamlessly into the wider community.

He understands you are not just building projects that people can afford to buy or lease. You, your tenant or your buyer also need to be able to cover ongoing services and maintenance costs. For this reason, Gerard ensures that all projects are exceptionally well-designed.

Gerard offers you an unwavering focus on Time, Cost and Quality. His other strengths are risk mitigation, planning, forecasting and budgeting. No matter how big or small the job, Gerard consistently employs a positive, motivated attitude, and a determination to deliver successful outcomes for his clients.

Project examples ▶





Delivering excellence from land purchase to final sales

Location:
North Kellyville, NSW

Project Value:
\$18-million (GRV)

Client:
WGR Developments

There are three main goals in any land development project: to buy the land at the right price, to maximise its value, and to offer a product that appeals to the market at a price they're willing to pay.

Establishing the right price, right from the start

Before purchasing this eight-acre parcel of land in North Kellyville, the developer engaged Impact Group to undertake due diligence, advise on urban design and investigate the site constraints. We also undertook a financial feasibility analysis to establish returns. This helped the developer to decide what they were willing to pay for the land. We then assisted the developer to negotiate the purchase.

Seamless negotiations with Council

The land was subdivided into 23 residential lots, the urban design was submitted to Council and discussions with Council started in earnest.

Environmental constraints – including existing protected bushland, associated bushfire risk and minor soil contamination – constituted our biggest challenges. However, through close collaboration with the developer, specialised consultants and Council, Impact Group was able to maximise the value of the site without affecting the adjacent environment.

The plans were approved by Council in less than six months, largely due to our keen focus on planning compliance, good design practice as well as weekly communications with Council.

The right sales and marketing advice pays off

The Impact Group team worked closely with a marketing company to put together a comprehensive marketing campaign, including branding, website, brochures, signboards, letterbox drops, etc. We then collaborated with a real estate agent to establish the maximum sale value for each lot. Our comprehensive comparable sales investigations generated an additional \$2-million in projected revenue.

In the first month on the market, and before any of the dirt had even been moved, five blocks had already been sold, above price expectations.



Overcoming Council objections to achieve great outcomes for all

Location:
Lennox Head, NSW

Project Value:
\$55-million (GRV)

Client:
Ballina Island Developments

The owner of this residential infill site on the side of a hill wanted to obtain Council approval to subdivide the land. However, they faced a number of serious obstacles.

Impact Group increased lot numbers from 73 to 116

The client had used another consultant prior to engaging Impact Group. At that time, the land was initially proposed to be subdivided into 73 lots. We were able to increase the number of lots to 116 while improving amenity of the site, including more orderly lots and better connected roads.

Every challenge under the sun

The land had a number of ecological constraints, including the presence of endangered rainforest and freshwater wetland. This required significant consideration regarding appropriate solutions and subsequent negotiations with Council and other State Government departments.

The topography of the site was also quite steep and demanded extensive consultant design analysis on stormwater drainage and groundwater management for the sensitive wetlands.

In addition, the local community was concerned that the visual amenity of adjoining properties would be ruined by the development. It was pivotal to success that we allay their concerns and demonstrate this through Council.

Comprehensive understanding delivers results

Because we started the project by conducting significant due diligence work, we were able to use retained knowledge of the site during discussions with Council. We knew the project inside and out and could confidently respond to Council questions during the assessment process. This saved a lot of time and frustration and further assisted the approvals process. Development Approval was obtained and significant uplift to the value of the property was achieved.



Solving stalled negotiations through detailed site investigation

Location:
Western Sydney, NSW

Project Value:
Confidential

Client:
Confidential

For this project, Impact Group advised the land-owner on methodology and associated cost to remediate their contaminated site. The cost of remediation was critical with regard to negotiating an acceptable sale price with a potential purchaser.

Problems during the initial sale negotiations

The land-owner originally engaged their own environmental consultant to estimate the cost of remediation. The estimated cost was significant. As a result, the purchaser wanted the cost of remediation deducted from the sale price. However, the deduction meant the sale would not have been viable for the vendor. Negotiations had reached a deadlock.

More detailed testing provides a way forward

Impact Group was called in to advise on methodology in relation to remediation.

We decided to start with a detailed investigation of the site and a different approach to testing.

To analyse the site, we tested a substantial sample of excavated material from a number of large pits across the site. Using the ratio of contaminated material found in the samples as a baseline, we extrapolated our findings across the rest of the site.

Impact Group saves the client \$2-million

Working with the client's environmental consultant, we were able to come up with an efficient way to deal with the material and reduce remediation costs by \$2-million. The reduced cost was acceptable to both parties and the sale went ahead.



Get in touch

For more information, please contact our team of industry professionals.

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