



2020 Award Criteria & Questions

Award for Best Master
Planned Community

Sponsored by



Award Criteria

This award is for a master planned community.

Eligible entrants will be master planned communities that have been completed in the previous five years, have been operating for at least one year as at 31 December 2019 and have not previously won the Award. Also, where the development is multi staged the entrant may nominate a completed stage and will be awarded on the basis of the completed stage only. The entrant may also further stages as they are completed in future awards but will only be recognised for those nominated stages not previous ones.

The award is open to members of the Property Council of Australia only. (Note: Nominated companies must be a Property Council of Australia member in the state where the project is located). Innovation in your responses should be clearly expressed.

All finalist projects for the National Awards will automatically be entered into their State Development of the Year. This award is presented in each state at a cocktail party prior to the National Awards Gala Dinner.

The State Development of the Year is determined by the National Awards judging panel and is awarded to the highest scored development in that state. An invitation will be issued to all finalists early in 2020 with details of their State Development of the Year event.

Nomination Form Questions

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| NOMINATOR / CONTACT PERSON |
| Name  |  |
| Position |  |
| Company |  |
| Mailing Address |  |
| Contact Number (Day) |  |
| Email |  |
| Mobile |  |

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| DEVELOPMENT DETAILS |
| Name of Development |  |
| Address of development |  |
| Development type |  |
| Completion of development/refurbishment |  |
| Development size (NLA sqm) |  |

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| OWNER DETAILS |
| Name  |  |
| Position |  |
| Company |  |
| Mailing Address |  |
| Email |  |
| Phone Number (Day) |  |

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| PROJECT TEAM |
| Developer  |  |
| Architect |  |
| Planner |  |
| Quantity Surveyor |  |
| Builder |  |
| Consultants |  |
| Financier |  |
| Other |  |

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| AWARD CEREMONY DETAILS |
| The winners will be presented at the Innovation & Excellence Awards Gala Dinner in Sydney on Friday, 15 May 2020. Should you be successful in winning this award, who will be receiving the award at the event. |
| Name |  |
| Position |  |
| Company |  |
| Mobile |  |
| Email |  |

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| PROJECT SYNOPSIS  |

To assist judges in assessing your entry against the judging criteria, please provide a project synopsis of no more than 300 words.

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| MARKETING SYNOPSIS  |

To assist the organiser in promoting your entry within marketing material, please provide a summary about your entry of no more than 50 words.

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| DEVELOPMENT DETAILS UPON COMPLETION |
| Total Project Costs - $ |  |
| Development Margin (%) |  |
| Development Profit - $ |  |
| Project IRR (%) |  |
| Date of Completion |  |
| Current Valuation as supported by independent valuation - $ |  |
| Total NLA Leased (%) |  |
| Average Sale Price (per dwelling/unit – applicable for residential only - $ |  |

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| ATTACHMENTS |

Please upload a maximum of 6 images (minimum of 4 images is mandatory). Images are to be in a jpg format and high resolution (300dpi) and a maximum file size of 5MB each.

Judging Criteria

**ECONOMIC AND FINANCIAL FACTORS – 20% WEIGHTING** (Limit 800 words)

Provide an overview of the:

* Revenue and profit created for a developer (measured through margin on cost, IRR);
* Value creation as measured by - rate of sale, price premium against similar product in comparable locations, price escalation;
* Marketing and sales success (total sales, sales rates, market share); sales centre operations.

**PROJECT VISION AND INNOVATION – 10% WEIGHTING** (Limit 800 words)

Describe, using specific examples, the ways in which the development displays innovation in the project concept and in overcoming site or development complexities. This should be described as a point of difference.

**CORPORATE SOCIAL RESPONSIBLITY – 10% WEIGHTING** (Limit 800 words)

Describe how the development demonstrates tangible economic, environmental and social dividends.

**QUALITY OF DESIGN AND FINISH – 10% WEIGHTING** (Limit 800 words)

Briefly describe how the development has achieved the following:

• Master plan excellence: quality of design solution

• Innovative planning and design features

• Innovations in civil, building and landscape construction

• Use of appropriate/innovative materials

• Quality of public realm and civic spaces

• Design review processes

• Crime prevention through environmental design

Include supporting images.

**ADAPTIBILITY – 10% WEIGHTING** (Limit 800 words)

Outline how the flexibility of the master plan allowed adjustments to changing circumstances e.g. new space demands, new technologies, resource scarcity. This should be described as a point of difference.

Identify specific examples, from the development, of mixed use components.

**FACILITIES AND SERVICES FOR RESIDENTS – 10% WEIGHTING** (Limit 1600 words)

Briefly describe how the development accommodates for the following:

• Community, health and education services

• Emergency services

• Employment

• Retail

• Recreation and open space

• Pedestrian and cycle facilities

• Other ‘lifestyle’ amenities, e.g. golf courses

• Facilities for special needs groups (youth, seniors, disabled)

• Community programs

• Community governance

• Facilities for home-based workers

• Affordable housing

• Transport choices (public transport, community transport, car and van pooling)

**USER SATISFACTION – 10% WEIGHTING** (Limit 800 words)

Describe, using testimonials from a variety of stakeholders, the extent to which the development has a proven high satisfaction level of all users - measured through surveys and number of repeat purchases; community engagement strategies, community consultation, how consumer needs and aspirations were met.

**INDUSTRY PERCEPTION – 10% WEIGHTING** (Limit 800 words)

Describe, using testimonials from a variety of stakeholders, the extent to which the development is considered a success by the property marketplace.

**OPERATION AND MAINTENANCE – 10% WEIGHTING** (Limit 800 words)

Provide a summary of results achieved, demonstrating the developments operational efficiency. This should be described as a point of difference.

Conditions of Entry

* Entry in the Property Council of Australia/Rider Levett Bucknall Innovation & Excellence Awards costs $1,260 (including GST) per nomination.
* Nominated companies must be a Property Council of Australia member in the state where the project is located.
* We welcome both self-nomination and third party nominations.
* Before you submit your nomination, ensure you have permission from the owner, your client or your contractor to do so.
* All entries must be submitted via the online Nomination form.
* Entries must stick to the word limit on the online nomination form. Nominees are reminded that judges will not consider formatting or presentation of entries.
* Nominees must include 4-6 images to support their submission. Other material relevant to support the application may also be uploaded as an Appendix.
* All nominees should be prepared to attend a site inspection with a judge, should it be deemed necessary.
* All nominations and contents will remain the property of the Property Council of Australia.
* Please note entries are exclusive to the Property Council of Australia Innovation & Excellence Awards and no details private or professional will be distributed to outside contacts.
* The judge’s decision is final and no communication will be entered into concerning the final decision.
* The Property Council of Australia reserves the right to publish the results and winner details.
* The finalists should be available to attend two events - The Property Council of Australia/Rider Levett Bucknall Innovation & Excellence Awards Gala Dinner to be held in Sydney at the ICC on Friday, 15 May 2020 and the State Development of the Year Event held prior to the awards in each state (details to be provided.)
* All entries must be received and paid by 5:00 pm (AEST) on Friday 15 November 2019.