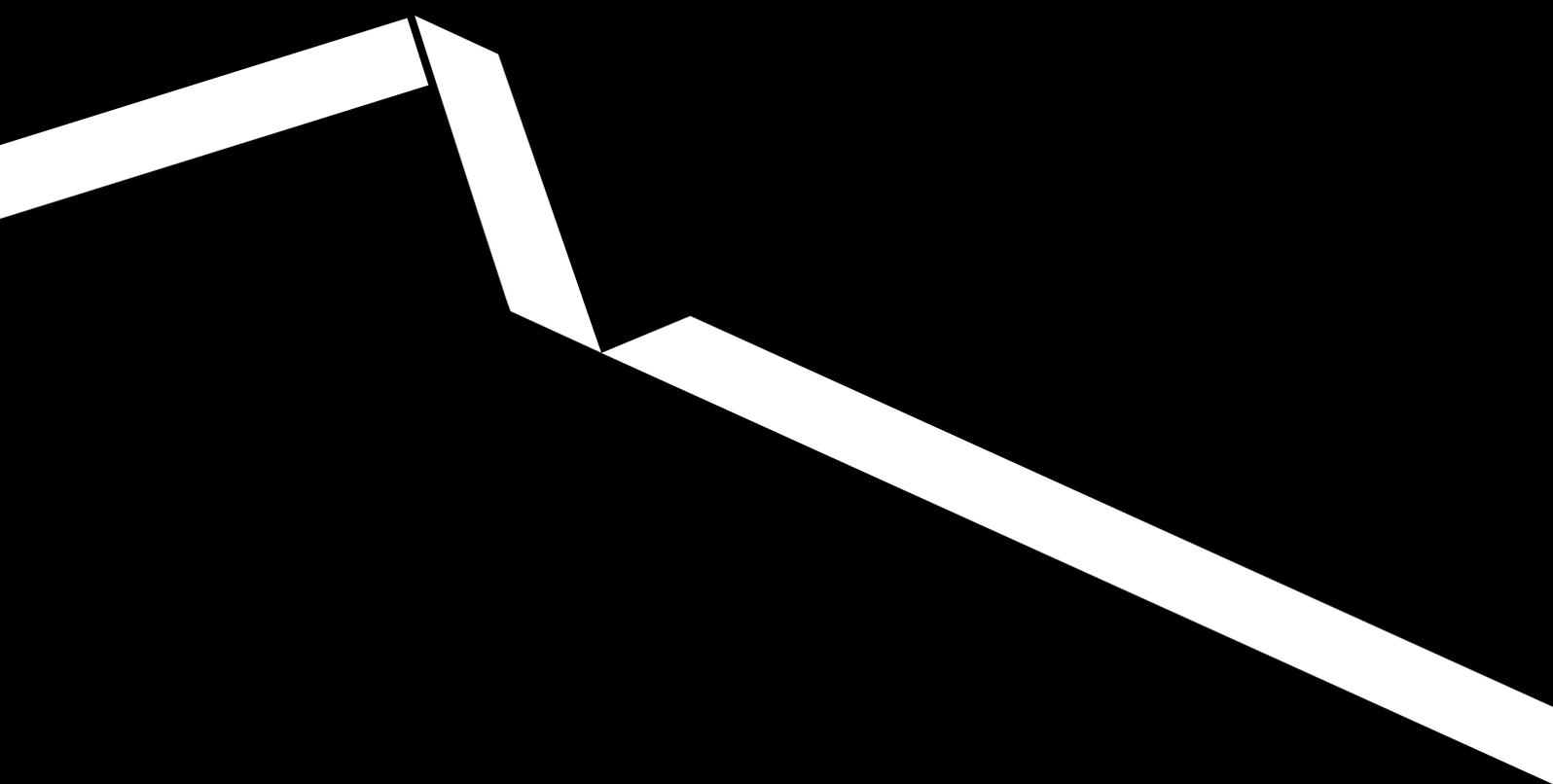


**STRATEGIC PROPERTY ADVISORY AND
PROJECT MANAGEMENT SERVICES**



WHY SEMZ?

At SEMZ, we set ourselves high ethical standards. In everything we do we believe property is a resource that should be utilised in a sustainable way that best meets our clients' objectives. This means we're making a positive contribution (small or large) towards an improved legacy for future custodians and generations. As part of this legacy, a percentage of all our earnings is redirected to support research into housing affordability models.

We enjoy working hard and doing what it takes to deliver outcomes. What is most important to us is to foster authentic, trusting, loyal, beneficial and positive relationships beyond the specific tasks at hand.

IT ALL STARTS WITH YOU

IT'S ABOUT PEOPLE



JON PURCELL

SEMZ is headed by Jon Purcell. Jon has more than 20 years' experience in the property and construction industry. This includes Director-level roles in professional services (Real Estate Advisory) and as part of the management team at Equiset Grollo Group. As Development Director and Construction Manager at Equiset Grollo Group, Jon was responsible for the origination, procurement and delivery of residential, commercial, institutional and complex mixed-use development and construction projects. Jon holds a Master of Business (Property) from RMIT University and a Bachelor of Building and Bachelor of Planning and Design from the University of Melbourne.



KEN SANTAMARIA

The Project Management division is headed by Ken Santamaria. Ken has local and international experience as a town planner, construction manager and business analyst. He has been in the property and construction industry for more than 14 years, including eight years as Senior Project Manager at Case Meallin & Associates. Ken holds a Bachelor of Planning and Design with a Graduate Diploma in Planning from the University of Melbourne.

BROADER SEMZ TEAM

Working with Jon and Ken, we have a core team of senior property and construction professionals. With experience that spans many Australian cities and the United Kingdom, their skills encompass every aspect of property acquisition, contract and permit negotiation, feasibility analysis, project management and marketing. Excellent contacts within the industry allow us to supplement our in-house expertise with appropriately skilled contractors, to tailor a team for your project. And we're flexible in how we work: from our office or, if required, from yours.

SEMZ was founded in 2012 to provide a high level executive advisory service. We deliver the standard of service you would expect from the 'big four' consultants. However, our approach is more personable, more flexible and, we believe, more cost effective.

At SEMZ we recognise that every situation is unique. Our team has grown to meet the holistic needs of our clients providing them with impeccable credentials in every aspect of property, from initial feasibility and options, to the structuring of joint ventures through to construction management. We believe one solution does not fit all.

The first thing we do is listen. We meet you face-to-face. We want to hear about your objectives, your issues and your priorities. What we're aiming for is a level of connection and understanding that will help us become part of your team, matching objectives to outcomes. Certainty of outcomes, value maximisation, bankability and delivery that meet the risk profile of your organisation are at the core of the SEMZ approach.

“
We believe one solution
does not fit all.

”



OUR PROJECTS

WESLEY PLACE
128 Lonsdale Street, Melbourne

Challenge

To provide a property outcome for The Uniting Church in Australia, Wesley Mission Victoria and The Wesley Church Congregation that delivers financial sustainability, ongoing ownership of the land, an appropriate risk/return profile, restoration and ongoing maintenance of significant heritage assets and ongoing office accommodation.

Approach

First step was to facilitate and identify multiple stakeholders' requirements and objectives. This was formalised through a tripartite agreement which provided a solid foundation to source a private sector development partner through a request for proposal process. Governance, decision making and approval processes being established and agreed upfront were critical to success of the project.

Result

A structured Development Agreement, Ground Lease, Agreements for Lease and other associated legal documents were negotiated and entered into with a private sector developer for a \$450 million commercial development project that delivers on all objectives for the multiple stakeholders.

**ALICE SPRINGS TOWN CENTRE MEETING PLACE
MASTERPLAN AND STRATEGIC ANALYSIS**
Central Alice Springs

Challenge

Understanding the challenges associated with local town centre redevelopments, the project involved the compilation of a business case, development options analysis and masterplan initially for the purpose of sourcing government funding and thereafter to provide an implementation strategy for the reinvigoration of two strategic sites in central Alice Springs owned by the Alice Springs Town Council and The Uniting Church in Australia Northern Synod.

Approach

The Alice Springs Town Council and Uniting Church in Australia Northern Synod were brought together and the benefits of a partnership approach demonstrated and agreed. This included articulating each stakeholders' objectives for the project. The foundation was then formed to undertake the strategic analysis which included a detailed market analysis, development options assessment, master plan concepts, feasibilities, bankability assessment, economic and community benefit assessments.

Result

The business case, development options and master plan were compiled clearly demonstrating all financial and non-financial benefits including economic and community benefits the project would deliver while addressing the stakeholders' objectives for the project.

SEMZ clients have included not-for-profits, private companies, property developers, banks, insolvency firms, church congregations and local government.

**WESLEY MISSION VICTORIA
ACCOMMODATION REQUIREMENTS**
128 Lonsdale Street, Melbourne

Challenge

To facilitate and provide all information necessary to enable Wesley Mission Victoria to make an informed decision regarding their office accommodation requirements in the future.

Approach

The first stage involved the investigation, review and analysis of the various 'lease' versus 'buy' accommodation options available within the Melbourne CBD and inner suburban areas. A detailed options analysis including full financial analysis and cash flows were undertaken and recommendations made based on the client's specific needs and objectives.

Result

The results of the investigations were clearly and succinctly presented to the board subcommittee enabling a fully informed decision to be made securing the client's office accommodation requirements into the future.

VILLIERS APARTMENTS
75 Flemington Road, North Melbourne

Challenge

Working with Equiset Grollo Group, this job involved the acquisition, feasibility, funding, marketing, sales and construction delivery of a 246 apartment development including ground floor retail/commercial floor space including a supermarket. In addition, it involved the procurement of an international joint venture equity partner including the negotiation, structuring and administering of the agreement through to completion.

Approach

Maximising return for the investors was the focus at all times. This included enhancing the apartment product offering by securing 50 NRAS allocations, settling all the apartments within two weeks of works being completed and implementing an efficient and concise reporting and governance structure. This ensured stakeholders were well informed and the project teams' goals were clearly understood and monitored.

Result

The successful delivery of the project through to completion achieving the set commercial and financial metrics. Successfully managing the joint venture arrangement delivering on all stakeholders expectations.

PROPERTY ADVISORY

VALUE ENHANCEMENT STRATEGIES

At SEMZ our initial analysis focuses on opening up new opportunities to enhance your investment portfolio. This can include:

- asset disposal strategies to maximise value
- property investment pre and post-analysis and due diligence
- property investment structuring
- workplace requirement strategies and implementation
- property portfolio reviews and strategies
- de-risking, re-packaging and marketing property.

JOINT VENTURE AND DEVELOPMENT AGREEMENT STRUCTURING

Our emphasis is on communication and structuring agreements that meet your objectives. This includes:

- development/joint venture partner procurement
- stakeholder needs and review implementation
- transaction advisory review, negotiation and management
- transactions involving agreements for lease, ground leases and contracts of sale
- agreement administration and ongoing management.

PROPERTY PLANNING/MASTER PLANNING AND STRATEGIC ANALYSIS

We work with you to produce outcomes that contribute to the social fabric and local economic development while providing sound financial returns, including:

- business case preparation
- development options with feasibility analysis
- negotiation with local and state planning authorities
- liaison with appropriate authorities to ensure documentation is approved and provided within time-lined schedules
- site assessment and acquisition.

DEVELOPMENT MANAGEMENT

We work with you through the development stage to final delivery of the project across:

- development strategy implementation
- disposal strategy implementation
- development budgeting and program control
- project marketing
- property project management
- construction advisory
- development risk management.

PROJECT MANAGEMENT

At SEMZ we are driven to ensure your project brief and priorities are clearly comprehended and delivered. This enables us to proactively lead collaborative problem solving, providing the highest level of communication to all project stakeholders while limiting and mitigating your project risk(s) throughout the life of your project.

Project delivery should be an enjoyable experience. As such, we conduct ourselves with superior professional integrity which helps foster trusting and loyal relationships. Further to this, we continually implement our moral obligation to all stakeholders, understand and honour our environmental responsibility to future generations and work diligently within the present day legal framework.

SERVICES

- design management
- quality management
- value management
- contractor management
- superintendent services
- project handover
- project scoping
- procurement
- progress management
- risk mitigation
- independent certification
- defects management (if required).

SECTORS

- Office & Commercial
- Residential
- Retirement Living
- Education
- Retail
- Sports & Leisure
- Affordable Housing
- Industrial
- Government.

“
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an enjoyable experience.
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